Plunkett

THE COUNTRY NEWSPAPER AND ITS OPERATION

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BY

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TO

MY DAUGHTER

SARA LOUISE

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PREFACE

This volume is designed as a guide for a course in country newspaper work in schools of journalism, and as a handbook for editors and publishers of country newspapers. In it an attempt has been made to cover briefly the entire field of country journalism, with emphasis upon its modern trend—the adequate and dignified presentation of community news. The work is based on nineteen years of newspaper experience, seven of which were spent as publisher of a county-seat weekly.

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J. C. S.

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CHAPTER I

GENERAL ASPECT OF COUNTRY JOURNALISM

Definition of the Country Newspaper.—What is a country newspaper? That is a question which can be answered only in a general way. Persons identified with the great dailies may classify as country newspapers all those which do not fall within the metropolitan category. Therefore, to them, a newspaper published in a city of 100,000 population appears to belong to the country classification.

To a newspaper man in a city of 100,000, all newspapers in cities or towns of less population presumably are in the country class, and so on down the scale until the town of 5,000 or less is reached. Newspapers in such towns scarcely can hope to escape the country classification, although some may merit more commendation than others, in similar towns, which have not kept pace with journalistic progress.

The term indeed is elastic, and no arbitrary line of demarcation can be drawn between country and city newspapers, but for the sake of reaching a focal point upon which to base further deductions, the term *country newspaper* may be taken as referring to a newspaper, daily or weekly, of general circulation, published in a town up to 5,000 population. Preferably, it is a county-seat weekly newspaper.

The Newspaper as a Profession.—The country newspaper is not something of which to be ashamed. Rather, it is an institution of which to be proud. To be a successful

editor and publisher of a country newspaper is an accomplishment that requires a high degree of intelligence, a general acquaintance with men and affairs, the ability to write clearly and concisely, a broad understanding of human nature, business acumen, and much technical information that is derived only after years of contact with newspaper work.

No business or profession requires more extensive general knowledge on the part of the individual than does newspaper work. The product of the newspaper man is laid before a critical public and is subject to most careful analysis.

The editor's work is put to the acid test. He cannot conceal. He ever must reveal. What he has placed upon the printed page never can be erased. His blunders are irretrievable. His ignorance soon is discovered. His words are an open sesame to the extent of his background of training and a key to the quantity of common sense that he possesses.

At the same time, such ability as he does possess is afforded ample opportunity for advantageous display, and should be utilized, not as by a seeker of self-praise, not as by an egoist, nor as a knave, nor as a money-mad zealot, but in a predominant spirit of public service.

The Newspaper as a Public Institution.—The newspaper, a private business, is a public institution, but, of necessity, is operated on a profitable basis, lest it fail to survive. The newspaper's chief duty is to the public it serves. Of this fact, sight never should be lost by one who is engaged in newspaper work. This truth should be indelibly impressed upon the mind of every editor. Even as the public schools, the universities, and the churches require adequate financing, both as to capital investment and maintenance, so does the newspaper require financial support. And the more successful the newspaper, financially, the better is the

public served. To the newspaper that is directed in honorable, legitimate channels, with its duty to the public ever foremost, patronage will come in increasing volume.

Measures of Success.—But success is not, in the long run, to be measured in dollars and cents, but in the value of the newspaper to the community in which it is published, its worth to the public, its usefulness as a servant to the commonweal, and the measure of satisfaction which the publisher derives from knowing that he has done his work faithfully and well.

Honesty with the Public.—In order to be successful, the newspaper must enjoy the confidence of its readers, and this most desirable condition can be developed only through honest presentation of the news of the field that the paper covers. Flagrant omissions of genuine news, distortion, exaggeration, coloring of news to suit a given occasion or to fit the purpose of a certain class, political clique, group of advertisers, or division of society, certainly will detract noticeably from the pecuniary, as well as the moral, welfare of the publication and eventually will spell disaster.

The editor who edits his newspaper with one hand outstretched to Mammon may be firm in his belief that such a policy is the best for him to pursue, but he cannot at the same time be fair with his readers, to whom he owes an inviolable duty of honor and sincerity; time and experience will prove to him his fallacy.

The newspaper that is financially successful is the best newspaper, but the newspaper that will dominate its field, command the respect of its readers, and yield ample returns is not the one that, through intrigue and subsidy, has rung up a large profit on the cash register, but, on the other hand, is the publication that, through honesty of purpose, has not broken faith with the public. It is one that jealously has guarded the confidence with which it has been intrusted, and ever has striven to give to its

readers an impartial, accurate, well-written, properly displayed, clear, concise, and readable account of the news of the day, whether it extend far afield, to matters of national and international import, or be confined to state, county, and local affairs.

Independence.—A newspaper that would prosper, that would meet with a full measure of support and command general respect, must be independent at all times. The editor should not in any manner permit himself to be surrounded by forces which dictate the editorial or business policies of his newspaper. He should be free to express his opinions; he should be courageous and honorable, and should be guided solely by that dominant force—public service, to which he has dedicated his labors. It should be *his* newspaper, and should reflect what may be termed that particular newspaper's "personality," firm in its purpose, decisive, honest, and true.

A Leader in the Community.—The newspaper should be a leader in its community, and not a follower of the multitude. It should be a guiding star in time of trouble, a counsellor and a friend. It should be the most potent force in community life and welfare, and an instructor and entertainer.

The Ideal Newspaper Does Not Exist.—The ideal newspaper does not exist. It cannot exist. No matter how well versed may be its publisher in newspaper practice, no matter how intense and determined, how thorough and painstaking the effort, each issue will fall short, far short, of the goal. The path, stretching forth through the years, is beset by pitfalls at every step, and however cautious, he who does not occasionally stumble cannot belong to the human race. Yet, many of the dangers that lie ahead frequently can be discerned, and often it is possible to avoid them. Improved newspapers are the result of better thinking and the strict application of the ethics of journalism.

Modern Country Papers.—Modern country newspapers, in news and editorial treatment, display of news, typography, and in advertising and business methods, are modeled to a great extent after newspapers in large cities. They have discarded the hackneyed and inadequate handling of news, such as characterized the small-town paper of a quarter of a century ago. They print genuine news and treat it as such, present it in an interesting and attractive style which instantly appeals to the reader and makes each issue eagerly awaited by all the subscribers. Type faces that are pleasing are used. Illustrations, cartoons, and comic strips are employed to advantage. Magazine pages and fiction, of especial appeal to women, are included in the paper. The modern and successful country paper is "jazzed up" to the age in which we live, without being ultra-sensational or yellow. It is modern in every respect, and a worthy small brother to the better type of metropolitan journal. Only through persistence, energy, and understanding of its technique can an up-to-date newspaper be issued. Competition in the newspaper field is far too intense for a poor paper to be able to stand up against its progressive rivals. The country publisher who would reap the greatest rewards must be alert to whatever will interest, instruct, and entertain his readers, to the end that the newspaper may hold them in a grip which they will be reluctant to have released.

Community Pride in the Paper.—People are not slow to recognize the value of a good newspaper to the community. Residents of the smaller towns and rural districts are well educated. They travel. They read good books and magazines and metropolitan newspapers. Why, then, are they not entitled to a local newspaper of high order? Indeed, they are entitled to a paper in their own community which reflects local news and gives opinion on local topics in an intelligent manner. A good newspaper is a distinctive civic

asset; and toward a paper that is ably and progressively conducted, independently and fearlessly, yet with fairness toward all, the public will point with unusual pride. The rewards for the owner of a newspaper that has commanded, not only the respect, but the high praise of its readers, will be many fold, but may be divided into two general classifications: first, the personal satisfaction which is derived from filling an important place and rendering distinct public service in community life and development; and second, substantial financial compensation.

Suggestions for Class Work

1. Recalling country editors whom you know, are they, in your opinion, men who fit properly into their positions? Do they appear well informed on community problems and are they able to discuss them clearly and intelligently, as evidenced by the contents of their papers? Are they known as successful business men in their several communities, or are they, so to speak, on the ragged edge, or "just getting by," because the community, aware of their journalistic shortcomings, is charitable toward them?
2. Criticize several country papers, chosen at random, with a view to determining whether they are performing a distinct public service in the communities in which they are published. Is the newspaper really one that is performing a public service, or is it just an advertising sheet, with pages plugged by reprint and slush merely to dress the advertising, and give the whole the physical appearance of a newspaper? Do any of these newspapers impress you as being leaders in community affairs? Are they potent forces in community life? Do they tend to be builders, or are they destructive? Or do they lack character—simply drifting along with the current? Or do they seem to be ahead of the town? If they are endeavoring to arouse a community toward better highways, new schools, clean government, civic beauty, and culture, do you think they are playing the proper rôle? Or do you believe that these things should be left to the chamber of commerce and other civic organizations, while the newspaper only chronicles developments?

3. Are the newspapers, which you are criticizing from the point of view of service to the community, publications which, in your opinion, would create and retain the confidence of the reader, or do they contain propaganda and other matter calculated to mislead the reader and to influence him in channels that are not to the best public interest? Does any one of these papers appear to be the organ of a political party, or are there outcroppings that disclose an attempt to serve a corporation or certain "interests"?
4. Does the news give one the impression that it is accurate and that it is impartially written, or do you think that it is colored or exaggerated, or even that part of the news is minimized for some purpose other than adequately to serve the reader?
5. Does the news in these papers interest you? Particularly, if you were a resident of the town in which one of the papers is published, if you were familiar with local conditions and acquainted with the people, do you believe you would find it readable? Do you think, if you failed to receive a copy, you would care enough about it to call the newspaper office by telephone and have a paper sent to you? Would you, if you were a resident of the town, subscribe to the paper on its merits, because you wanted to receive it and enjoyed reading it, or because you thought it was your duty to patronize the home town paper and "help the editor along"?
6. Select some modern country newspapers, and then some of the old school, the latter with personals and ads on the front page and virtually no display of news, and compare them editorially and in a business way. Which class appears the more prosperous? If, in the same town, are to be found a modern country paper and one of the old school, which would you, as a subscriber, prefer, and why?

CHAPTER II

EDITORIAL AND BUSINESS POLICIES

Dual Capacity of the Publisher.—The publisher of a country newspaper plays the dual rôle of editor and business manager. One individual is the head of both the editorial and the business departments of the paper. It is a difficult position to fill. On larger papers the work is divided. The editor directs the operation of the editorial rooms, and the business manager has full charge of the business department. These departments, in their operation, are naturally antagonistic to each other. They are clearly divided, and on either side have been massed the forces of the two branches of newspaper work for many a battle royal. The editorial department insists on its right to print the news, no matter whom it hits, nor what may be the financial effect on the paper, and the business department as zealously fights against publication of news which might affect adversely the advertising revenue of the paper. After months have been devoted to developing an advertising account, which now bids fair to be profitable, the editorial department, through its insistence on printing news that may prove distasteful to the advertiser in question, threatens ruin of the account. Let the fight end as it may, another will develop on the morrow. The editorial and business departments of a newspaper are traditionally at swords' points, each jealously guarding what it deems to be the best interest of the paper.

But, on the smaller paper, these two executive positions are vested in one person. He must battle with himself, time

and again. With his right hand he writes the news and the editorials. With his left, he punches the cash register; and then again with the right, he rings up the advertisers' dollars. And how can he function in this binomial part and do justice to each? It surely is to the interest of the paper for him to conduct the editorial branch fearlessly and without favor, remembering first his duty to the public. Yet, he must not ignore the fact that the business from this same public must be kept flowing into the office, in order to sustain the paper. He can ill afford to alienate business by the manner in which he conducts his news columns. Must he, then, take the middle of the road? Must he, figuratively, carry water on both shoulders? No! Most emphatically, no! Such policy will never do. He continually will invite trouble by attempting it.

Fairness and Honesty.—The fearless publisher will adopt a policy of fairness and honesty toward the public in the conduct of his newspaper. He will print the news without favor. He will do well to avoid publication of gossip and scandal, unless it actually becomes a matter of court record, and even then he need not indulge in it too freely, unless the case is of genuine public interest. He will not malign an individual. He will not engage in muckraking. He will not endeavor to satisfy a personal grudge through publication of malicious articles in his paper. He will not become the tool of any clique or faction, political or otherwise. He will not participate in any shady dealings. He will be open and aboveboard, clear and definite in all undertakings.

He will sell his advertising space purely on its merits, for what it is worth in dollars and cents, and not in consideration of any news matter which he may run. He will treat a non-advertiser as fairly and as freely in his news columns as he does the man who hands him the biggest advertising check at the end of the month. He will print no "puffs" for an advertiser, unless they are plainly marked

"advertisement," and it is definitely understood that payment is always to be made at the regular rate for reading notices.

Those who come in contact, in a business or editorial way, with a newspaper operated on straightforward lines —one whose editorial policy cannot be bought, one that has no favorites, a paper that is forceful, upright, and true —inevitably will respect it.

The Necessity of Avoiding Entanglements.—The wise publisher will avoid entanglements of every character, all of which tend to make his position difficult and embarrassing. Politics and religion are two trouble makers for the newspaper man who delves into them, but, of these two, religious controversies are by far the more dangerous. They create ill feeling which frequently develops into hatred and sometimes divides entire communities into opposing camps. The flames of religious hatred are fed by the fuel that is heaped upon newspaper fires, once the columns are thrown open to the discussion of the subject. Difficulties of this nature can best be avoided by not permitting religious discussions to start in the paper. Even contributors, who would air their views on religious topics through the newspaper, should be headed off when first they attempt to gain a hearing.

It is not meant that news of churches should not be printed. Most assuredly, religious denominations furnish news of the most desirable kind, from the point of view of reader interest. Every member of a particular church will be interested in reading announcements of services in his church and articles on social activities within its circle. News of this type should be printed fully for all churches, and preference should not be shown one denomination.

But, to give churchmen or atheists free rein to discuss their views in newspaper columns is a policy most assuredly

calculated to bring grief to the publisher, and to destroy peace and harmony in the community.

The Value of News.—The newspaper deals primarily with today's events. Of course, in the case of a weekly newspaper, the word *today* must be treated in a broad sense. Every important happening is news until it is printed and circulated. Then it ceases to be news. Today's news, then, for a weekly paper, will stretch back over a period of a week, or since the last publication day. News is an extremely perishable commodity and must be rushed to the reading public with the least possible delay, lest it lose its value as news and become history. Metropolitan newspapers print editions at intervals of every hour or so, with perhaps an extra or two thrown in during the day for good measure, and, when a story becomes a few hours old, it is minimized, or eliminated entirely from succeeding editions. An afternoon paper will reduce to a paragraph a story to which a column was devoted by a morning competitor, while a new story on an entirely different subject, which, so far as its importance is concerned, may be considerably less than the lead story of the morning paper, is given elaborate display in the afternoon sheet, simply because it is the very latest news and affords an opportunity for a play in headlines.

The country paper, obviously, cannot pursue this policy, because economic conditions will not permit publication more often than once a week. News, therefore, in a country paper must be treated differently from news in a daily. The more important developments of the week in the field the newspaper serves should be given the play, irrespective of the time element, provided, of course, that the story is not more than a week old and has not been covered by a competitor. If a paper is printed on Thursday, and a big story breaks on the following day, this story should not be minimized in the next Thursday's edition,

simply because it is six days old. On the other hand, if there is a competing paper in the field, which is published on Friday, and if it handles the story, the paper that missed the story by a day should seek to develop a new angle as a lead, but it probably would be inadvisable to reduce the story to a paragraph, because many of the readers will not be subscribers to the other paper and they will be served best by full coverage of the story. While news is extremely perishable, it is not nearly so perishable in the country field as in the city, where numerous editions carry the very latest news to the throngs in the streets.

The Advantage of a Good-Looking Paper.—A paper should present a pleasing appearance. One which is pleasing typographically and shows good press work will catch the eye. Typography should be given careful attention, with respect to both advertising and news columns. Good typography can be spoiled by poor press work. A printed sheet on which too much "color," or ink, is used, will appear dirty and smudgy. When not enough ink is applied, a paper will seem gray and will be difficult to read. An uneven "color," dark on one side of the sheet and light on the other, shows slovenly work. The "color" should be black and sufficiently heavy to make the paper easily legible, yet avoiding a smeary appearance. The best news ink is none too good, and the difference in cost over an inferior product, compared with results, is negligible. This, too, may be said of newsprint: the best grade of newsprint costs slightly more than a cheaper grade, and a comparison of results in the printed page will prove surprising.

Maintaining a Schedule.—Utmost importance is attached to the maintenance of a schedule, in order that the paper may be issued to the subscribers on time. If the publication day is Thursday, the paper should be printed on Thursday at a regular hour, and not on Friday. In a country shop, it is an easy matter sometimes to put the paper over a day,

particularly when a rush job of printing taxes the force to capacity. Strict adherence, nevertheless, should be made to the publication schedule. The newspaper, after all, is the more important branch of the business and is entitled to the right of way. No newspaper is more thoroughly read than is the home town paper, and subscribers are genuinely disappointed when it fails to arrive at the regular time. Repeated delays in issuing the paper give the reader the impression that the management is careless, and this attitude may react against the publisher in a business way. Promptness in publication pays good dividends.

The Publisher's Responsibility.—A large newspaper is a composite affair, embodying the views of many persons. A group of executives will formulate the policy which the paper is to pursue in its relations with the public, and all subordinates will be instructed to carry out this policy in the editorial and news columns. The newspaper thus reflects, not what any one person may think, but the result of group thinking, a fusion of ideas which gives the newspaper character and individuality and makes it stand apart from any one of those individuals who have had to do with its making.

When most of the mental effort that goes into the publication of a smaller paper is the product of one man, that man is the newspaper, so to speak. His clientele will regard him and the paper as identical. The views expressed in the paper will be the views of the editor. Most of his readers will know him personally. His work is not hidden under the cloak of anonymity, as is that of the city newspaper man. He is responsible for the newspaper, morally and financially.

In view of the important position which he holds, by reason of directing what is to be printed in his newspaper, the publisher should not be so unwise as to attempt to promote himself or members of his family by means of

personal publicity in his own paper. In the columns of the paper, he should refer to himself not at all, unless his name comes up in the regular course of news. And then, he should make but brief mention of himself. Members of his family should not be exploited through the channels of the paper. The public will be sure to observe, and probably comment on the frequent mention of members of the editor's family in the news columns, and if it does not disgust the readers, it certainly will amuse them. A conscientious editor will not take advantage of his position by attempting to gain preferment. If his work is well done, he rapidly will gain ample recognition, both from the public and his contemporaries. He will be known by the fruits of his labor, and not by running his own name through the linotype machine in bold-face type.

Suggestions for Class Work

1. Since the publisher of a country newspaper fills a double rôle, should he, in the operation of the newspaper, think first of his duty to the public through the news and editorial columns, or should he disregard that duty when danger of alienating business looms through hewing to the line?
2. What is your idea of honesty toward the public in the presentation of news?
3. If a man, prominent in the town and a heavy advertiser in the paper, were arrested for possession of liquor, how would you, as editor of the local paper, handle the story, quite ignoring any prejudice you, yourself, might have for or against the prohibition law, and regarding the incident purely as a matter of news?
4. Suppose a shortage of $20,000 were discovered by auditors in the accounts of a county official. Detail the extent to which you, as editor of the paper, would go in treating the story.
5. If the cashier of a bank in your town absconded with $10,000 of the bank's cash, what would be your idea of a story on the embezzlement? If the bank directors decided to "hush

up" the matter and meet the loss, what would the story be worth? Suppose the cashier were apprehended and prosecuted, with either the bank or the company which wrote the cashier's bond as the complainant, would you be justified in handling the story more fully than if the case were not pressed?

6. Explain your attitude toward religious controversies through the columns of your newspaper, with the editor remaining aloof therefrom and printing only signed communications on religious subjects. Do you believe the best interests of the public and of the paper are served by opening the columns to theological discussions?
7. Discuss the time element in the presentation of news in a weekly paper, and tell how the time element in a weekly differs from that in a daily.
8. Select a number of country newspapers and examine the typography and press work. Explain what is lacking in typography and press work in some of the papers, and relate how the papers could be improved in these respects. Compare a paper that is "gray," or lacks sufficient ink, with one that has ample ink. Note the difficulty in reading a "gray" paper. What impression do you think the subscriber derives from a "gray" paper which strains his eyes when he reads it? Examine a paper that has too much ink and is smudgy. Is it easy to read? Disregarding the editorial phase of the publication, is the impression that you gain from reading it pleasing, or has it been an effort for you to read the paper?
9. If you were a subscriber to a weekly newspaper, would you like to depend upon receiving it on a certain day of the week, or would you be indifferent as to when the paper reached you, even though it were a day or two behind schedule?
10. What is the editor's responsibility to the public? What impression do you gain when you observe in a newspaper references by the editor to himself? Should an editor attempt to promote himself through the columns of his newspaper? In doing so, is he taking unfair advantage of his position?

CHAPTER III

PECULIARITIES OF COUNTRY JOURNALISM

Unique Position of the Country Press.—The country newspaper occupies a unique place among publications, for it is the most thoroughly read of all newspapers and magazines. Where the metropolitan newspaper, because of its bulk, its lack of direct personal appeal to the reader, its numerous editions, and great variety of contents, is only partially read, and then discarded, the country paper finds its place in the homes of the rural and small-town residents, and is read by virtually every member of the family, chiefly because of the strong personal appeal that it possesses. Its contents deal with the home community and with neighbors and friends, with persons and events that come close to the reader; therefore the country newspaper interests him to an extent far greater than does any other publication. Items in the country paper are read and reread. Because of this intimate appeal, the value of the publication to the advertiser is greater, per reader, than is the advertising value of the metropolitan paper. It stands to reason that, when the news items are so thoroughly read, the advertisements, also, will have careful attention.

Published for People of All Estates.—The country newspaper is published, not in the interest of any one class, but for all the people of the community, young and old, rich and poor. For that reason, diligent effort should be made, in the presentation of news, to print matter that will have the widest possible appeal in the community. While the chief actors in the community will be the middle-

aged, for they principally occupy the stage in business and social life, the young and the elderly should not be overlooked. Items pertaining to the schools, to social affairs of the young folk, and the like, make interesting reading, and are convincing proof to members of the younger generation that, although they are not the real force that keeps the community moving, they are an important factor in the population, deserving of recognition. Elderly folk have much time for reading, and items pertaining to them, or which will especially interest them, are valuable to a newspaper. The greatest key to the success of a newspaper is to make it interesting—to make people want to read it.

Belief in the Community.—An editor must be "sold" on his community. He ever should strive toward the promotion of the welfare of his town and countryside. Construction should be his watchword. That which will help his town to grow and prosper, that which will promote the happiness and welfare of its inhabitants, are matters that should receive his first consideration. He should be convinced that his town is a good town, yet he should not lose sight of the fact that it can be made better. His enthusiasm for his community, as expressed in the paper, however, should not be so pronounced as to be ridiculous. The very nature of his work will give him a keen insight into community life and affairs, and, because of this knowledge, he will be able to exercise intelligence and discretion in the handling of his business.

Patronizing Home Merchants.—The country newspaper, dependent for the greater share of its patronage upon the support of merchants of the town in which it is located, naturally becomes their champion. The editor urges his readers to patronize the home stores, and points out their advantages. Loyalty to the town and its institutions is his watchword. In following out this program, then, he should patronize local merchants and employ local labor.

The publisher will find, in the course of his business, that some merchants will be of the opinion that he should spend with them as much money as they spend with the newspaper. In case the subject is broached, the publisher will find it helpful to explain that the largest item of expense in publishing the newspaper is labor, and that he also has paper bills and other expenses that must be met, and, since he is meeting a weekly payroll, most of which is spent on the community, the merchant should strive to reach the newspaper's employees, in order to get back some of the money paid the newspaper.

Advertising from Other Towns.—In his relations with local merchants and his pleas that the people of the community trade at home, the publisher often encounters a perplexing problem. Merchants in nearby towns seek advertising space in his newspaper. Should he accept their business or reject it? Truly, he has space to sell, and a newspaper is a semi-public institution. Yet, the publisher has the right to reject any advertising. Local merchants, who regularly patronize the paper, may be incensed if the publisher accepts spasmodic advertising, particularly of cut-rate sales, from competing merchants in other towns. Again, they may be sufficiently broad minded to realize that advertising space is the chief product that the newspaper has to sell, and may be of the opinion that the publisher is wholly within his rights in accepting advertising from other towns, provided it is clean advertising.

A merchant would not hesitate to sell a suit of clothes to a man from a town ten miles distant. Then, why should the newspaper reject an advertisement from a clothing firm in a neighboring town, in spite of the editorial policy of the paper in urging patronage of home merchants?

The question of accepting advertising in competition with home merchants is one which must be worked out by the individual publisher, depending entirely upon local con-

ditions. If the home merchants are liberal advertisers, perhaps it is better to decline competitive business from abroad. If they are not generous patrons of the paper, advertising from other towns probably will stimulate within them a sense of the value of printer's ink.

The Importance of Farm News.—Farm news is of vast importance to a newspaper that circulates in an agricultural area. Unless particular attention is paid to farm news, the tendency often is to play city news almost to the exclusion of news of the countryside. While two-thirds of the paper's subscribers may reside in the rural districts, often less than 5 per cent of the news printed pertains to country people, or to matters in which they are especially interested. Where this situation exists, it should be remedied.

If John Jones, farmer, has bought 80 acres more to add to his holdings, if he has leased a part of his land, if he has sold a carload of hogs or cattle, or bought a new tractor, that is news. If he has built a new barn, or raised an exceptionally good crop, that is news. Much agricultural news can be developed and written interestingly. Special stories of farmers and their farms, with illustrations of their buildings or cuts of themselves, make desirable features. One can be run each week.

With respect to farm news, great care should be used in connection with handouts from county agricultural agents, for often they comprise mere piffle, calculated to perpetuate these agents in office. They like to give the public the impression, through the newspapers, that they are "good fellows" and that they rate well with the farmers, even though their work may not be up to standard.

Stressing Local News.—Since the country newspaper essentially is a local newspaper, too much emphasis cannot be placed upon the importance of handling a large amount of local news in each issue. A column of local news, so far

as the reader is concerned, is worth ten columns of foreign matter. It may cost more to gather, but it costs no more to put into type. It is impossible to get too much local news in any one edition. Feature matter may be crowded out by space limitations, but local news should be given the right of way. It is MUST copy always.

Suggestions for Class Work

1. How, in a broad way, is the country weekly similar to the metropolitan daily? How does it differ? Why is it more intensely read?
2. What is the value of making the country newspaper appeal to all classes of people in the community?
3. If you did not have faith in a community, do you believe you would be the proper person to operate a newspaper therein? What other occupation would afford a person better insight into a community than journalism?
4. Is it poor policy for the publisher of a country newspaper to buy out of town? Suppose a merchant paid you an average of $50 a month for advertising, that you spent little or nothing with him; and that after a few months had elapsed he brought the matter to your attention and asked for a share of your business, what would you say to him, remembering that your greatest desire is to retain his good will and patronage?
5. Do you believe a country newspaper publisher should accept advertising from other towns in direct competition with merchants in his own town? This subject is worthy of considerable thought. Present arguments on both sides.
6. What is the value of farm news to a paper in a rural community? Why do many country editors neglect farm news? Is it due to carelessness?
7. Explain why local news is much more desirable for a country newspaper than foreign news, that is, news clipped or rehashed from other papers and which does not have direct local appeal.

CHAPTER IV

GENERAL RELATIONS WITH THE PUBLIC

Position of the Newspaper in the Community.—A newspaper is a very definite part of its community. The editor himself, therefore, must be a part of the community. He should respond personally in community enterprises, not only that he may write intelligently about various activities, but also that his presence may be known, his interest be apparent, and his influence felt.

The editor who attends public gatherings will benefit in many ways. He should make it a point, whenever possible, to attend such gatherings. While he need not feel impelled to participate actively in every enterprise, and by all means should not thrust himself forward, lest he become obnoxious, it will do him no harm, in the public's estimation, to devote at least slightly more than passing attention to affairs of public interest, aside from the mention he makes of them in his newspaper.

It is not necessary that the editor wax enthusiastic over every scheme that develops. Neither should he hesitate to offer constructive criticism. But he should not be a drone and shirk such public duties as call for personal coöperation in enterprises of a community nature and calculated to promote the public good. In civic organizations, especially, the editor should be an active participant, for he can be of material assistance as an individual, in addition to using the columns of his paper in behalf of the various programs undertaken. It is not meant, however, that the editor should be a policy man, of the boot-licking

type, as it were. The editor who salves his way through, and follows the paths of least resistance, either vocally or editorially, or both, will not carry much weight with thinking people. And his prestige will be nil.

The successful country editor is a definite cog in community progress and upbuilding. He must help keep the wheels turning. In a large measure, his success will depend upon his efficiency as a cog in the machinery of his town, county, and state. He and his paper will rise in the public eye in direct proportion to their joint functioning in the public good.

Editorial Criticism.—Public and semi-public enterprises, which the editor may deem unworthy, or which he believes can be definitely improved, may be criticized editorially without compunction. It is entirely within the editor's province to criticize in the editorial columns, provided he is able to do so intelligently and with fairness and moderation. Launching into vehement attacks, often based largely upon prejudice, without thorough analysis of the situation, may react to the detriment of himself and of the community he serves. But criticism of a constructive nature, or exposure of charlatans, swindlers, and fly-by-nights, whose purpose is to defraud the unsuspecting through cleverly-laid schemes, is proper; if the case is clear, the editor handles the situation with dexterity, and, most important of all, knows what he is about. He thereby will be rendering a distinct public service. But mere editorial attacks, the purpose of which is to satisfy a personal grudge, or to hold up an individual or organization to public ridicule and scorn, do not constitute true public service, and the wise editor will avoid such procedure. He will not take advantage of his position as director of a newspaper to promote himself or his friends at the expense of others, or to punish his enemies.

Likewise, the editor well may extend praise, in an edi-

torial way, where praise is due. Commendation of worthy undertakings, or of those persons who are engaged in work for the public good, not only will be helpful to the individuals, but will be entirely in line with the idea of public service which should permeate every true-hearted newspaper man.

The Editor Must Be Readily Accessible.—The editor who would command the good will of his patrons should be democratic, and always accessible to all who desire to converse with him. This is especially true in the country newspaper field, where the public is unaccustomed to undue display of dignity, pomp, or exclusiveness. Notwithstanding the irritations which may be caused to a busy editor by frequent interruptions from those who have trivial matters to discuss, the editor who shuts himself in a private office and refuses to receive callers, or who admits them reluctantly, is not making friends for himself or his paper. He is driving business away. It will be acquired by his competitor, who is affable and who is disposed to discuss even banalities with those who seek him out. Private offices have no place in the country newspaper. The best location for the editor's desk is near the front door, where he will be the first to greet callers.

It is characteristic of rural and small-town residents to desire to transact their business with the proprietor. Many deem it an honor to chat with the editor. They look up to him as a leader in community thought. They ask him for advice. They respect his opinions. They want to pay their subscription money directly to him. The farmers expect him to write advertising copy for their auction sales; when they pay their subscription, they hope an item will appear in the paper relative to their having been in town, or something of the sort. The editor who knows his business will not ignore them. He will not slight them. He suffers no harm by having a box of cigars at hand, for the man

who receives a cigar when he pays a bill does not part with his money so reluctantly and leaves the newspaper office in a happy mood.

Friendliness, courtesy, time for idle chatter, meeting the other fellow on his own ground, and visiting with him on subjects in which he is most interested do much in paving the way toward small-town newspaper success.

Clerks who take care of routine in a newspaper office are valuable, but they should not be permitted to displace the editor in the eyes of his patrons, who become his warm friends and often his ardent champions. Their attitude constitutes that element of good will of which most newspapers claim a very liberal amount. It is essential that good will be developed and retained.

Promotion of the Paper.—Being what is known as "a good mixer" indeed is helpful. This quality, where lacking, can be cultivated. A grouch, a pompous, or a stiff-necked individual, even though he may understand the business or editorial technique of a newspaper, or both, will encounter many difficulties with his public. On the other hand, he who radiates good cheer, happiness, and friendliness has done much for the promotion of his paper.

Attendance at fairs, carnivals, auction sales, picnics, old settlers' meetings, conventions, and the like affords opportunity for developing, through personal contact, good will by the wholesale. Friends for the paper are extremely valuable, even though those friends may not be subscribers to the publication. Every resident of the community served by the paper is a potential patron and may well be regarded as such. Cordiality and sincerity should go hand in hand. Mere unctuousness, however, is the work of a rascal or a fool.

The country editor who has a happy faculty for making friends can do more for promotion of his paper than can a half-dozen subscription solicitors.

The Value of Personal Acquaintance.—A wide personal acquaintance is a very desirable asset to every newspaper man. It virtually is one of the essentials to success. Broad channels of news will be developed through acquaintances. Visiting in the street will open many lines on news, either directly or indirectly. Through conversation, 99 per cent of all news is acquired. Friendship means news, often conveyed in a semi-confidential manner, wherein the informant desires that his identity in connection with the case be kept secret.

Many outstanding items of news are procured through friends who give the information freely, provided it is agreed that they shall in no way be identified with the matter. The fact that they imparted the information must not be disclosed. Often, important news on future happenings, such as political developments, is made available in this way. A newspaper man worthy of the name will not violate a confidence. It should be an iron-clad rule that a confidence never shall be betrayed.

Knowledge of one's field also is of paramount importance. Geographically, politically, industrially, economically, the more the editor knows of his field, the better he will function. He cannot write intelligently on a subject with which he is unfamiliar. He will find it to his marked advantage to acquaint himself with his field as thoroughly as possible. This can be accomplished through discussion and observation. Frequent trips into the rural districts and to neighboring towns will be of tremendous aid. A newspaper article should be intelligently written. This it cannot be, if he who writes the article is in the dark on the facts with which he attempts to deal. Familiarity with his field will give him perspective. A broad and understanding view, therefore, is essential.

Discretion in Making Donations.—The frequent demand for donations constitutes a bugbear to all small-town busi-

ness men, and the newspaper publisher is no exception. He will be solicited for this charity and that charity, for this enterprise and that enterprise, until he sometimes will feel that the demands on him are excessive. He must exercise his own judgment in making contributions. Business men of many towns have attempted to solve the problem of fund solicitation by requiring all solicitors first to obtain approval for their project of a central bureau, such as the chamber of commerce, before any business man will contribute. This system has its advantages, for it permits a thorough investigation to be conducted before the cause is approved.

Ordinary canvassers, peddlers, and beggars, of course, may be summarily dismissed, without fear of injury to one's business. A different attitude must be maintained toward solicitors for local charities, or for financing nonprofit community enterprises, such as county fairs, horse shows, rodeos, carnivals, Fourth of July celebrations, lyceum courses, entertainment for convention delegates, and so forth. While requirements in the way of contributions of this type at times may seem severe, in the long run it is well to contribute cheerfully, for thus good will not only is maintained, but enhanced. It usually will be found that fairs and rodeos and other entertainments add to the newspaper's revenue through advertising and commercial printing patronage in connection with the event, and because they bring thousands of persons to town who spend a considerable amount of money with local business men. A reasonable investment in a community celebration will pay satisfactory returns. It is poor economy to be niggardly. In the case of charities, those who are charitably inclined will derive a full measure of satisfaction in the joy of giving; those who look upon many campaigns, conducted under the name of charity, as not entitled to the classification, necessarily must assume the attitude that they are

contributing—if they contribute at all—merely to foster the good will of the organization sponsoring the solicitation.

Donations should be made in cash. Regular rates should be charged charitable organizations for advertising and printing done for them.

Paid Admissions Taking the Place of Free Passes.—For many years, it was almost a universal practice among newspaper men to accept passes admitting them to theaters, lectures, fairs, and virtually every sort of entertainment to which the general public paid admission. It was a sort of unwritten law among those who managed such enterprises that members of the press should be complimented, and at the same time the press was sorely disappointed if, even in isolated instances, it did not receive this courtesy.

Newspaper editors and reporters were not supposed to pay for dinners which they attended as representatives of the press. Always, they were special guests. They appeared to be privileged characters and never thought of paying for service that cost others money. The free meal probably was regarded as compensation, small as it might be, for a news article that was to be printed pertaining to the affair.

Even the railroads felt so kindly disposed toward newspaper men that they gave them, in some instances, annual passes, and in others, mileage, covering first, interstate traffic, and then, when federal legislation was enacted forbidding the practice, the gratis transportation was limited to intrastate passage. Railroad passes to newspaper men now are forbidden by law in practically all states. Sometimes the transportation was issued by the railroads in exchange for advertising; again, it was purely complimentary. Legislators, in forbidding the practice, doubtless felt that, by their liberal attitude toward the newspapers, the railroads influenced editorial policy in their own favor.

Those who issue passes naturally expect something in

return. The favors they anticipate, and often receive, indeed are much greater in value than the trifles they extend as courtesies. The pass system soon develops into abuse. More and more passes are sought. Correspondingly increased favors are contemplated on the part of those who issue them. To refuse to grant at least a portion of the favors would be ingratitude. To grant them, if they involve the newspaper in carrying publicity, which is advertising in the guise of news, for a certain individual, business firm, or organization, constitutes breaking faith with the readers and is a shameful violation of one of the rules of good journalism.

Publishers of many newspapers now refuse to accept passes. Neither do they permit their employees to do so. They pay their way as they go, and therefore are in no way under obligations to anyone. An institution that possesses the dignity and self-respect that should characterize a newspaper cheapens itself when it accepts complimentary tickets, either to a theater or a banquet. If a theatrical production is of sufficient merit to warrant a review, surely the newspaper treasury can provide the price for a pair of tickets to the show. The critic who reviews a production should base his comments upon his honest opinion of the merit or lack of merit of the offering. He best can do this by refraining from placing himself under obligation to the theater management. The advertising columns always are open to the producer to sing the praise of his footlight attractions and to the exhibitor to laud his cinema programs. They should pay their way at regular advertising rates. The representative of the newspaper who attends the show likewise should pay box office prices for his tickets.

Circuses, somehow, are regarded as exceptional. Perhaps it is the glamour of the circus which makes it difficult for a newspaper to apply the no-pass rule to the big top. It

is a time-honored tradition among circus advance agents to amply supply all executives and employees of a newspaper with tickets, even for their entire families. And in reciprocation of the favor, the newspaper, of course, prints advance stories of the circus and probably a story after it has exhibited. By its very nature, the circus is news. Newspapers which rigorously enforce the rule against complimentary tickets often exempt the circus from its provisions. There can be no valid reason for so doing. They simply do—that is all.

Produce No Longer Acceptable for Subscriptions.—For many years, it was generally believed that country editors willingly accepted farm produce, cord wood, etc., from their subscribers in payment of accounts. Perhaps the idea has not altogether been dissipated. The practice of accepting produce, while never encouraged by the editors, actually was quite general and was due to the fact that, years ago, money was scarce in rural districts, produce was plentiful, and the market therefor was poor. Quite naturally, the editor did not reject commodities tendered him in settlement of accounts, and thus the idea gained strength that he was obliged to take farm products in place of money that was owing him. The country editor became the object of more than one joke, in which he was pictured as a poverty-stricken individual, supplied with cabbages, butter, eggs, and poultry by his not overly prosperous subscribers.

But conditions long since have changed, despite the inability of the country editor to live down the belief which prevails with some that he will welcome anything in the way of value in settlement of an account with a delinquent subscriber.

The newspaper man of today demands and receives money for everything he sells. And he has been doing so for many years. His business is operated on modern lines. The subject of barter does not enter into the transaction.

The Acceptance of Gifts.—Gifts often will come to the country editor from his friends. The gifts may comprise a brace of wild ducks, a string of trout, or perhaps a few choice melons—practically always something regarded as a gastronomic delicacy—and it is well to accept these offerings with good grace. They indicate that the editor is one of the donor's chosen few. They are tokens of friendship and good will.

A farmer may bring to the office a freakish potato, an ear of corn that is near perfection, specimens of exceptionally tall timothy, an unusually large egg, or a well-filled cluster of cherries; the prospector will have samples of high grade ore; the early resident a memento of pioneer days. These articles are of unusual interest to their owners, who believe that the public also shares the interest—and probably it does in many cases. Time spent in examination and discussion of the exhibits is not wasted. They even may be advantageously displayed in the office, with a card of identification attached, and a paragraph inserted in the paper on the subject can do no harm.

The Payment of Debts.—Financial obligations should not be neglected. Promptness in meeting them should be the object of every newspaper publisher. Bills rapidly accumulate, and it is easy to let them slide for another month. But when a man does not meet his obligations promptly, his credit soon begins to decline, both at home and among the jobbers from whom he buys paper and other supplies used in his business. Credit is most desirable and useful, and is essential in business. It is well to use credit, but it is poor policy to abuse it. The publisher's bills should be paid when due. A notable saving will be effected by discounting those bills on which a cash discount is allowed. If one must ask for an extension of credit beyond the customary time in business practice, and is worthy of credit, the bank is the place at which to request it. A bank will

not refuse reasonable credit to a customer, if his financial record is clear, if he has legitimate need for the money, and if it is probable that he will be able to repay the loan.

If a publisher habitually neglects to pay his bills he cannot expect his customers to pay the bills they owe him. If he meets his own obligations promptly, he will have a leverage to use on those of his customers who are inclined to be slow in payment. He who is prompt in settling the accounts he owes need not hesitate to press those who are indebted to him.

Suggestions for Class Work

1. Do you believe it is essential that the editor take a personal interest in affairs of a public nature in the community, in addition to chronicling them in his newspaper, and if so, why?
2. Under what circumstances would you say an editor should criticize in the editorial columns undertakings of civic organizations and other groups formed presumably for the public good?
3. In your opinion, should the country editor, for business reasons, be a policy man, ever extending praise and not criticizing, approving, either actively or passively, all local enterprises?
4. Why is it important that the country editor be readily approachable to visitors, rather than secluded in a private office where, undisturbed, he no doubt can work better and accomplish more in the way of writing and performing other routine duties in connection with the newspaper?
5. Discuss the matter of building good will for the paper through personal contact by the editor with the public. If you were an editor, how would you proceed to cultivate good will outside the columns of your newspaper?
6. Why is it of much importance that the editor have a personal knowledge of the field his newspaper covers?
7. Why is it poor economy for the editor to be niggardly in contributing funds to public entertainments and other en-

terprises for which business men of the town are solicited?

8. Consider the advantages and disadvantages of the press accepting passes to shows and entertainments, and complimentary tickets to luncheons and banquets. Do you maintain that the newspaper man should pay his way, as other individuals, wherever he goes, or should he accept "courtesies" which long have been reserved for the press?
9. Discuss the necessity for the publisher to maintain his credit by prompt payment of obligations.

CHAPTER V

AN OUTLINE OF COUNTRY EDITORIAL WORK

The Purpose of the Newspaper.—The newspaper exists primarily for the purpose of disseminating information on current topics. It is a mirror held before the community that it serves, reflecting current activities in which the public rightfully may have reason to be interested. It prints the story of the town, of the countryside, of neighboring towns, and, to a lesser extent in the case of a country newspaper, of the state, the nation, and the world.

Obviously, a weekly newspaper cannot hope to cover what is generally known as telegraph news. The field of world news is so large that no one paper, even a great metropolitan journal, can hope to cover it. The metropolitan newspapers touch only the high spots, so to speak, printing that which, in their opinion, will most interest their readers.

The weekly newspaper of local circulation can no more expect to supply the needs filled by the metropolitan daily, circulated in the country field, than can the big daily hope to supplant the country newspaper. One is complementary to the other.

Therefore, the field of the weekly is the local territory, and if this field is covered thoroughly, the paper will have filled its mission and amply justified its existence. Of course, there are times when matters of national interest should be treated in a weekly newspaper, and state news, especially when it affects the local field, by no means should be ignored. But it is the interest in local events to which

the weekly must cater. It cannot retain local interest by necessarily inadequate handling of world events. The home town weekly should be the mirror and interpreter of events of local significance.

The Local Paper Free from Metropolitan Competition.—The metropolitan newspaper cannot supplant the local newspaper. Each has a distinct field to cover. No matter how extensive may be the circulation of a metropolitan paper in a country town, it never can fill the place occupied by the home town publication. This is due to the fact that the large paper must concentrate upon the big news of the world and upon the more important news of the city in which it is published. Its news coverage of its own city is to it the most important matter. It must concentrate on those things which will appeal to city subscribers. Country circulation is secondary, and is cultivated only to swell the total as a bid for further advertising patronage or an excuse for increasing advertising rates.

The city newspaper's coverage of the smaller communities in which it circulates necessarily must be confined to the outstanding news—something of more than local interest, which will be acceptable and interesting to subscribers outside the community in which the news originates. The city paper cannot reach the hearts of the country readers.

The fact that, within large cities presumably adequately served by metropolitan newspapers of high order, numerous community newspapers exist and thrive by reason of their dissemination of neighborhood news exclusively, is convincing proof of the desire by the public to read those publications that tell of the activities of their neighbors and friends and of themselves, and that discuss those things with which they come in daily contact.

Extent of the Local Field.—The field for the country newspaper, while essentially local in character, indeed is not

a narrow one, for it applies to those places to which more than ordinary local interest extends. The field comprises:

1. The town in which the newspaper is published.
2. The surrounding rural communities, or that territory which is tributary to the town in which the paper is located.
3. Neighboring towns and outlying territory outside the trade area of the town of publication. These towns and contiguous territory usually are in the county in which the newspaper is situated, and therefore the more important happenings therein constitute genuine news appropriate to its columns; for the interests of the town in which it is published and those of neighboring towns to a large extent are identical.
4. The wide world, so far as former residents of the town are concerned, for readers will be desirous of knowing of the activities of old-time friends and acquaintances.
5. The state and nation, so far as news pertains directly to the local community, or possesses a local angle.

It is the duty of the country editor to cover his field carefully from a news point of view, systematically to comb his own town and community for every printable item of news, and to create a dependable news-gathering organization, extending to all parts of the county, so that no important event will be overlooked.

A newspaper published in a county-seat town, not only should carry news pertaining to the county government, but also should be county-wide in its selection of news, for thereby it will be able to maintain intensive interest in its columns throughout the whole local area. Publication of news of the greatest possible interest to the greatest possible number of persons should be the goal of the country publisher.

Country Journalism Based on Local Interest.—Reader interest centers in people. Items pertaining to persons whom the reader knows, even though the news may be trivial in nature, attracts much more attention from him than will

a story of a railroad wreck, 200 miles distant, in which several persons, none of whom he knows, were killed. But if a person residing in the same community were killed in a railroad wreck, 200 or even 1,000 miles away, that would be a big story for the local paper. A tramp killed by a freight train is not worth much space as a matter of news, unless circumstances of the accident are very unusual, for no one knows the tramp. Perhaps, even, it is impossible to identify him. But if the superintendent of the public schools gets into a row with the board of education over matters of school policy, and resigns, or is ousted, that is a big story. The superintendent and the school board members are known personally to almost everyone in the community; many residents, by reason of having children in the public schools, are directly interested, and so, indeed, less directly, are all taxpayers who contribute to the support of and share politically in the management of local education.

The reader, while he may be a person of broad understanding, nevertheless will be interested vastly more in news concerning people he knows and things he contacts than in even important persons and things that are remote.

How much a hundredweight did John Jones, Iowa farmer, receive for the carload of hogs he sold on the Chicago market? That information will be of more importance to his neighbors than a fire loss of $1,000,000 in New York.

A discussion of a proposal to eliminate a steep grade on the highway leading to town, over which hundreds of farmers travel on their way to market, would be of much more significance to the readers of a country paper than would an earthquake in Japan that claimed 1,000 lives. Elimination of the grade would directly affect a large number of the newspaper's readers—in fact, all who traveled that road. It would be an economic benefit to them, a saving

in time and energy. It would affect their pocketbooks, too, first, in the share of taxation each would be called upon to bear in elimination of the grade; and, second, in the saving of time, and of gasoline if they drive an automobile—and practically all of them do—in not being required to climb the steep grade. So far as the Japanese earthquake is concerned, the loss of 1,000 lives in far-off Nippon will not cause the slightest ripple in the affairs of the American community in which the newspaper is published. Mere bigness of news is not a measure of its importance. The story's importance is determined by the amount of attention it receives from the reader.

Neglecting the Local Field.—Many editors of country newspapers, in an effort to stretch far afield in the conduct of their publications, do not devote enough attention to the home territory, and their papers consequently are weak. They presumably operate under the theory that distance lends magnitude to news, and that their readers, familiar with events at home, should be given information on matters of a national or international nature. In doing this, they are ignoring the really big news which is right at their threshold. Those editors are failing to give proper attention to the local news in which all their subscribers are interested, for it is for the purpose of keeping abreast of the local news that they subscribe to the paper. The publisher, in accepting their subscription money, has entered into an informal contract to supply the readers with news of the community, and it should be his constant purpose to do so, rather than fill the paper with rewrite and clipped matter and boiler plate of little or no interest.

It is impossible for a country newspaper to print too much local news. The editor cannot print such a large volume of home news that the reader will tire of it and wish for a quantity of telegraph news as a part of the menu in the home town paper. Even badly written local news, from

the point of view of reader interest, is preferable to well written foreign news, but no legitimate excuse exists for presenting news that is poorly written.

In this day of quick communication, rapid transportation, and rural mail delivery, scarcely is there a home, however isolated, that does not receive a daily newspaper that supplies the reader with the news of the world. The reader does not expect the home paper to attempt to give him the general news of the world. But the subscriber does have a right to expect ample coverage of the local news, and the editor should strive earnestly to fulfill his obligation to the subscriber.

Patent Insides Denote Lack of Progress.—Years ago, when type was set by hand, the almost universal practice of country newspapers was to buy a part of their editions already printed. These papers, known as "ready-prints," or "patent insides," were printed by large concerns in cities, and distributed week by week by express to many newspapers in rural districts. The same printed service was supplied to scores or hundreds of papers, care being taken to avoid duplication in towns in which a conflict would occur by reason of any considerable overlapping of circulation. The "patent insides" were printed from several days to a week in advance of the individual newspaper's publication date, and contained stale and condensed world, national, and state news, household and farm articles, and some fiction, besides a generous amount of advertising matter, chiefly advertisements of patent medicines and quack doctors.

Because of volume production and the advertising revenue, all of which accrued to the "ready-print" house, the printing concern was able to offer "patent insides" to individual newspapers at a price that was very little more than the cost of the white paper, when newsprint was bought in small quantities.

Use of "patents" enabled the country publisher to give

his readers a larger paper than otherwise would be possible, for the volume of advertising at that time was a mere fraction of what it is today, and modern typesetting machinery either had not been developed or had not come into general use in the smaller plants. The matter of setting up a page of type for a paper was a laborious and costly process, even though printers were paid small wages, and then there was the added cost of distribution of the type, letter by letter. When "ready-prints" could be had for a trifle, and they made the paper look big, it is no wonder that their use became general in the field of country journalism. It should be remembered, also, that, in those days, means of communication and transportation were slow. Automobiles and rural telephones did not exist. The farmer did not receive his mail by rural free delivery, but went to town, perhaps once or twice a week, to market produce, purchase supplies, receive his mail, and acquaint himself briefly with what was happening in the world. When he returned to his fireside, he could read a résumé of world news in the inside of the blanket sheet that comprised his home town paper. But the world moved slowly then. Today, the rural reader, if he is at all enterprising, receives his daily paper at his door. His home paper, he desires for news pertaining to the local community.

Thus, "patent insides" have lost their usefulness, although occasionally they are encountered in small local newspapers. They are a relic of bygone days. Their use, except in papers issued in very small towns, is inexcusable. While they may denote economy, they are not indicative of enterprise or progress. The modern country newspaper is an all home-print publication.

The Editor Is His Own Staff.—Because of financial limitations, the country editor in most instances must be the entire staff of his newspaper. It may be possible to employ one reporter, or a combined reporter and advertising

solicitor, depending, of course, upon whether the business will justify this employee. If the editor is able to employ a reporter, even though just a cub, to gather the small local items, he will be relieved of detailed work which consumes time that the head of the business could well devote to more productive endeavors.

Since the editor, in the operation of his news department, cannot afford to buy, by wholesale, brains, which, nevertheless, are a relatively cheap commodity, he must furnish them himself. So it behooves him to become familiar in detail with every one of the multitudinous duties that devolve upon him. In no place more than on the printed page does ignorance reveal itself, and he who would adequately serve the public through a newspaper should know what he is about. He should be master of the technique of his profession, yet he never should become pedantic, and he ever should be guided in his judgment by the dictates of common sense.

The Classification of News.—News matter may be classified in a broad way as comprising three distinct divisions —spot news, features, and editorials.

Spot news is a recital of current events, both large and small, but, of course, of sufficient importance to be of interest to at least some of the readers of the paper. Spot news must be served to the public while it is "hot," lest it lose its importance and be overshadowed by later developments. By reason of its extremely perishable nature, all spot news which has developed up to the time of going to press should be printed in that edition. By the time of the next issue it will have lost its value.

Features may be said to be semi-news matter. They pertain to the news, yet their immediate publication is not imperative. Features, which are more in the nature of magazine material than news, may be held over from week to week and used as space conditions permit. Features, when

properly prepared, constitute interesting reading and are of much value in livening up a paper.

Editorials are expressions of the editor's opinions. They may comprise interpretations of the news, comments thereon, or they properly may be entirely independent of the news. The field of the editorial is without limit. Almost any topic can be treated editorially. Editorials should appear on the editorial page. Opinion should be expressed nowhere else in the paper. By no means should opinion be injected in news stories.

The Relative Importance of News.—Relative importance of the news and anticipated reader interest determine the length to which an article should be carried. A trivial item will be worth only a few lines. A development which will have direct bearing on the community and which will affect a large number of readers should be handled at length. The unusual event requires treatment as such. When it is outstanding, it should be given space commensurate with its importance, and details should be printed. If it is commonplace, mention of it will suffice. The length to which an item is extended should be determined in direct ratio to the number of readers to whom it presumably will be of interest.

The Display of News.—The proper display of news is essential. Headlines, in keeping with the importance of the news, should be carried over all stories. The best news calls for a conspicuous position on page 1. News of less interest can be placed on inside pages. An attractive make-up, with proper arrangement of news and advertising, counts for much. Under no circumstances should advertising matter appear on page 1. This page should be kept exclusively for news.

Segregation of news by departments is valuable, if the system is followed regularly and if the departments are given a permanent position in the paper. Much news mat-

ter that is not of particular significance can well be carried under department headings. This method of handling routine matter enables the reader readily to find an item in which he may be especially interested.

Suggestions for Class Work

1. Do you believe a country newspaper should endeavor to carry news matter other than that which is purely local in character, or which has a local tie-up?
2. If it is advisable to carry more than local news, to what extent do you believe the country newspaper should print general news?
3. Why cannot the weekly newspaper reasonably expect to fill the place of the city daily in the newspaper requirements of the public? Is it a waste of time and money for the country paper to attempt to meet competition from the city press by endeavoring to present general news?
4. Inspect weekly newspapers that are readily available and determine which ones confine themselves to the local field and which endeavor to cover, even in a small way, world news. Determine, if possible, why some have extended their coverage beyond the local field. Why are others strictly local in character? If you were a resident of one of the towns in which these papers are printed, which paper would appeal most strongly to you?
5. Do you believe that the country weekly is imperiled by the encroachment of the city daily in the country field? What advantages does the country paper possess in its particular field which enable it successfully to combat city newspaper competition? Why is there room for both to circulate in the country field without one taking subscribers from the other?
6. Outline the method which you, as editor of a county-seat newspaper, would follow in organizing your town and county for the purpose of coverage of news.
7. How far do you believe your news field should extend?
8. Relate examples, other than those given in the text, to show that, in the operation of a country paper, mere magnitude of news, as measured by the metropolitan press,

is not necessarily an indication of its importance to the average reader.

9. What opinion do you hold as to the value of rewrite, clipped matter, and boiler plate in a country newspaper?
10. Inspect several newspapers that use "patent insides." Note the character of material appearing in the "ready-prints." Then carefully analyze the home-print sections of the papers and compare these papers with all home-print publications. What is your opinion of the merits of the two classes of publications? In which class are the more readable papers found?
11. Do you believe that use of "patent insides" ever is justified in present-day country journalism? If so, under what circumstances?
12. Do you think it advantageous to carry special departments in a country paper for news which is of a nature that very well could be grouped under particular classifications?

CHAPTER VI

COUNTRY NEWSPAPER WRITING

Editor and Reporter.—On most country newspapers, the editor also will act as reporter. On the larger country papers, a reporter will be employed to write the routine news, but the editor will find himself pounding a typewriter and getting out the more important stories, principally those which he wishes handled in a special way. Also, since the editor desires to check carefully on the work of others who write for the paper, he will become a copyreader. In fact, on the average county-seat newspaper, the editor not only will be editor, but city editor, reporter, copyreader, and finally proofreader, in the process of preparing and handling the story for his paper.

Handling the News Story

Accuracy and Detail.—In covering a story, it is essential that all the facts pertaining to the event be ascertained. It may not be advisable to print all the details thus gathered, but the knowledge of them makes for accuracy, which should stand paramount in all news writing.

While it is true that many reporters jump at conclusions, or deliberately distort facts, in order to develop a sensational feature in a story, and this work is countenanced by certain newspapers, chiefly those of the sensational type in the larger cities, and occasionally second-rate press associations wink at the practice, distortion of news is reprehensible, and, of all places in which it should be avoided, the smaller communities are at the head of the list.

Residents of towns and small cities are more or less familiar with facts surrounding an occurrence in the community, and are quick to detect errors, fakes, and distortions. Inaccuracy, where discovered, and repeated falsifications in the news, reflect on the integrity of the newspaper and cause the public to lose confidence in its columns and to doubt the truth of every line it prints.

The news faker is the prostitute of his profession. For a time he may ply his illicit trade at a profit, but his falsehoods will be discovered, and he and his paper will suffer.

Truth and accuracy, then, should guide all reportorial efforts in the country newspaper. They are the principal laws of journalism. They are the virtues which every newspaper man continually should strive to uphold.

Gathering the Facts.—The facts necessary for a story may be compiled from one or all of three sources, depending, of course, upon the nature of the news event. Interviewing persons who have knowledge of the subject is one means of gathering facts. Another is consultation of public records and other documentary evidence. The third, and not the least important, is by personal knowledge and observation.

Interviewing persons who know details of a story is the method most generally employed, for it is obvious that a reporter is not likely to be on the spot when news develops, or "breaks." Questioning of witnesses, or others who have knowledge of what occurred, usually will yield valuable information. Of course, a person interviewed may be reticent and thus render more difficult the gathering of facts. But usually, when assured that confidences will not be violated, reliable information can be procured, even from those who at first hesitate to talk when they discover that the gist of what they say will appear in print. In most instances, information will be given freely to a newspaper man, but under circumstances in which the in-

formant believes he will be embarrassed or become involved in difficulties through information furnished to the press, he will be extremely noncommittal, and from his point of view he cannot be censured for pursuing the course that he thinks best.

Such cases test the resourcefulness of the reporter. He may be required to interview three or four persons, even a dozen or more, before he is able to piece together enough from what each has told him to weave a story.

Brief notes may be taken by the newspaper man, to refresh his memory, but he should not attempt to write in the form of notes all facts pertaining to the incident he is covering. It is well to write proper names and dates, in order to insure accuracy, and to write direct quotations at the time they are made, and take verbatim court testimony that is to be printed as such, for memory does not always serve well with respect to these important details, but the experienced reporter will trust to memory for most of his data. Carrying a notebook and flashing it in public bespeaks arrogance and a desire to advertise one's self. Reporters appearing in stage and motion picture productions conspicuously display pad and pencil. But they are not true to life. A reporter should be modest, yet not timid. When it is necessary to take notes, they may be jotted on a small piece of paper, or on the back of an envelope. A reporter should take pride in cultivating a retentive memory, for many occasions will arise when he will be unable to take notes. There will be times when he will desire to conceal his identity, in order to cover a story, but this he rarely will be able to do in the country field, because of the fact that he is known to almost everyone in the community.

The Use of Simple Language.—The story for the country newspaper, like that for the city paper, should be written in simple language. All types of people read news-

papers, but most of them are of limited education, and in order to popularize a newspaper with all classes of readers, the newspaper's contents should be written so that they can be understood. A college professor will be as much interested in a newspaper written in simple phraseology as in one that is stilted and involved and in which little-used verbiage is employed for the purpose of expressing meanings that could have been conveyed much better in terse, ordinary words, put together in simple sentences. On the other hand, the laborer in field or factory quickly will discard a paper that is pedantic and not within his ability to grasp readily. A newspaper is intended for all the people, and upon its appeal to a vast army of readers it depends for its existence. A newspaper must have readers, and, in order to acquire and retain these readers, the matter which the paper prints must be interesting and readable.

In writing for consumption by the general public, no necessity or excuse exists for employing colloquialisms, slang, or vulgarisms, or for misusing words. Simple English can be found to tell any story, and always is in good form. Technical words and phrases should be avoided, except in the rarest instances. A reader has neither time nor inclination to consult a dictionary so that he may understand what he sees in his newspaper. Often he is in a hurry. At any rate, he wants the facts, and he wants them presented briefly, yet intelligently, and in a manner that is clear to him. He wants no doubt to exist in his mind as to the meaning of what he has read. He seeks information on current events, and it is the newspaper's duty to supply him with what he desires.

The Importance of Brevity.—Brevity is a virtue in newspaper writing. In writing a newspaper story, be brief. Tell all the facts, yet be brief, and be brief again. The reader's time is too valuable to be devoted to perusing a story a half-column long, when the same story could be told bet-

ter in three short paragraphs, or perhaps in a single paragraph. The expense of setting type is too high to devote a column to a story that deserves to occupy only a quarter of a column. Newspaper space costs the publisher much money. Five thousand readers, who spend five minutes each reading a story that should have been condensed so that it could be read in two minutes, waste on this one story 15,000 minutes, or the equivalent of thirty-one days of eight hours each, or an entire month. Newspaper space, then, should be filled with material that is genuinely worth reading. It costs no more to set seven or eight short stories that will fill a column than to set one story that takes up a column of space. The reader will have received information on a much wider variety of subjects, and he will be better served and more pleased. The length of a story should be determined by the importance thereof, which, of course, depends upon the extent of reader interest in the subject that is treated.

A story of a fire that caused $10,000 loss in a city of a half-million population, where fires are frequent, would be worth only a paragraph in a newspaper of that city, unless loss of life occurred, thrilling rescues were made, a freakish angle developed in connection with the blaze, the fire were incendiary, or much property were menaced by the flames. On the other hand, a fire, resulting in $10,000 loss, even without spectacular features, would be worth a half column in a town of 2,500 in which the fire occurred.

The death of John Jones, ordinary citizen, under ordinary circumstances, perhaps would be noted only in the vital statistics column of a metropolitan newspaper, unless members of the man's family inserted a death notice in the paper and paid for publication of the notice at the regular advertising rate charged for such notices. If John Jones, ordinary citizen, died under ordinary circumstances, in a town of 2,500 people, the fact that he died would be worth

a story of from 100 to 150 words in the local paper, for at least 10 per cent of the paper's readers, and perhaps many more, will have known John Jones personally. They will be interested in reading of his death and a brief sketch of his life.

Despite the desirability of brevity in news-writing, important facts should not be omitted for the sake of making a story short. If the details will be of interest to the public, their use is justified, even if they string out the story. Repetition, padding, and over-writing should be studiously avoided, except in rare cases when a certain amount of padding is necessary to stretch a good story because details are not available, yet where the story is of sufficient merit to justify a strong play and must be of ample length to support the head which the story's importance requires. In extending a story, faking is not permissible. A story can be padded without resorting to this disreputable practice.

Over-Writing.—Lack of brevity is a common fault in small newspapers. Larger newspapers, requiring much reading matter to balance their volume of advertising, also frequently show the need of stringent editing. Mere writing to fill space is not the highest type of journalism, although it may be necessary, when news is scarce, to extend stories which, at a time when news is plentiful, could be condensed, and yet adequately told. An array of details is unessential in a trivial story. A big story will naturally call for a more detailed account.

Papers that encourage over-writing have various reasons to offer for pursuing the policy, chief of which is the demand for filler and a belief that poorly written local matter is of more general interest than matter of a higher character but not pertaining directly to the local community. With them, the demand is not for quality, but quantity. In other words, it is of no great concern what appears in the story, so long as the contents will cause no

difficulties for the paper. The need is for a showing in type, to fill the paper with local matter—a column on an automobile wreck, for instance, which is not worth more than a stick in actual news value, or 500 words on a commercial club meeting at which nothing of importance was done. The purpose should be to write stories only to their real value, and develop more local stories to fill the space left by elimination of over-writing.

Reader interest can be sustained only as long as the story has appeal. Reiteration causes loss of appeal. Repetition of facts, even in a form differing from the original statement, weakens a story and tends to make the reader weary, for the story becomes tedious.

Here is a story in which the reporter employed more than 225 words:

> "Bull of the Woods," gigantic elk of the Red River valley, sought for several years by hunters and trophy-seekers, elusive and wise in his stalkings, and duper of scores of sportsmen who have coveted his eight-point head, has fallen before the gun of a hunter. The bull, which had reigned supreme over the entire Red River district for several years, was killed on the last day of the hunting season by Ernest Saunders. The elk dressed in the neighborhood of 1,000 pounds, it is reported.
>
> Hunters who have visited the famed big game section of Idaho county, where "Bull of the Woods" roamed, have returned from there for the past four years with tales of having sighted "a monster elk, with huge spread of antlers and ponderous weight." Efforts of the game-seekers to get within gun range or to get shots at the big elk failed, generally for the reason that his wariness kept him well away from the field of all riflemen.
>
> Long-distance shots failed to connect

> with the fleet-footed head of the forest, and he seemed destined to remain for another year of growth and leadership, until Saunders' bullet brought the lofty antlers crashing to the ground in a long shot while the elk was moving at a rapid pace. Had "Bull of the Woods" remained free another day, the season on hunting would have been closed for another year.

The story does not lose any of its value and is much more readable when it is rewritten and kept within 100 words. No attempt has been made at fancy writing. Here is a rewrite of the longer story:

> "Bull of the Woods," monarch of a herd of elk in the Red River valley, at last has fallen before the hunter's gun. The eight-point buck, which for years has eluded sportsmen, was shot on the run and killed, Thursday, the last day of the hunting season, by Ernest Saunders. Four years ago, hunters, who penetrated the big game country, first sighted the giant elk. Subsequent hunting parties also reported seeing him, but he was so fleet that it rarely was possible to sight a rifle on him before he disappeared in the forest. The elk dressed 1,000 pounds.

The story now is short enough to be boxed, and thus is assured ample display. It is a type of story admirably suited for boxing, for it has strong reader appeal, and should be so placed in the paper that it will not escape attention. The rewritten story could be further trimmed to 50 words, if necessary, by using only the first two sentences. The third, fourth, and fifth sentences, however, are of value because they are explanatory.

Racial Designations.—The American newspaper is printed primarily for people of the Caucasian race, and

their feelings on racial matters should be respected. A paper should ever be cautious against stirring racial antipathy, yet there are certain racial matters which it cannot afford to disregard, particularly if it is published in a community where the Caucasians are sensitive on the racial question.

It is assumed that all persons of whom mention is made in a newspaper are of the white race, unless otherwise designated. Proceeding on that assumption, if it is necessary to print the name of Sam Brown, a negro, in the newspaper, reference should be made to him as "Sam Brown, colored." It is a rule in most newspaper offices that a negro should be declared as such.

In many cities, the names of negroes are not allowed to appear in the personal columns; frequently negroes are banned from the obituary columns, and most assuredly from the section of the paper devoted to social news. If it is the policy of the newspaper to run obituaries under a standing head, negro obituaries will be run as straight news, apart from the obituary column, each item under a separate head, and it will be stated in the story that the person who died was colored.

Chinese, Japanese, Filipinos, American Indians, and Hindus likewise should be designated as such when their names appear in newspapers.

Identification of Offenders.—Persons under arrest often thoughtlessly are given unnecessary identification, in a manner that tends to cast reflections upon a class as a whole. An instance of this kind might result from carelessness, but it is well to take precaution not to reflect upon any particular nationality, religious sect, or fraternal order.

It is wholly unnecessary to say that a person who appears in print in an unfavorable light is an Englishman, an Italian, a Methodist, a Presbyterian, an Odd Fellow, or a

Knight of Columbus, unless such designation is required to complete the story, and an instance of this nature is rare.

Items such as the following inappropriately call attention to a nationality or fraternal order:

> Fred Schmidt, a German, was arrested Wednesday on a charge of passing a fictitious check for $25 on Dan Adams, Somerton grocer.
>
> ---
>
> John Franklin, a resident of Springville, is missing, and police here have been asked to search for him. He mysteriously disappeared from his home a week ago, and no trace has been found of the man. He is a member of the Odd Fellows.

It is apparent that the facts that Schmidt is a German and that Franklin is an Odd Fellow are not pertinent to the stories.

Another matter which falls in the same category is the reference to persons who have fallen within the clutches of the law as veterans of the World War. Of the millions who were under arms during the war and who since returned to civil life, some will get into trouble. Indeed, it is disrespectful to that vast army of heroic men that carried the American flag to victory in the shambles of France and Belgium to call public attention to the fact that a single member of that army, who has been placed under arrest or who otherwise is in an embarrassing situation, shall be identified as a World War veteran. The same condition applies to veterans of the other American wars.

Family designations should be omitted in reporting criminal cases, except where the family connection is essential to the story. Members of the family of a person who is under arrest, or who has been convicted of a crime, have a

sufficiently heavy burden to bear without being drawn unnecessarily into a newspaper story. The following story, cited as an example, readily shows that the names of the parents could be blue-penciled without detracting from the news value of the story:

> John Doe, 25, must go to the state penitentiary at Eureka to serve from one to fourteen years for statutory rape. Doe, who resides at Four Corners, was sentenced to the state's prison Tuesday by a jury in district court. Ruby Roe, 17, was the complaining witness. Doe is a son of Mr. and Mrs. R. W. Doe, pioneer residents of Four Corners.

In the foregoing story, some may argue, the name of the girl should have been omitted. However, it would seem that her name was properly included, because the case was one of statutory rape, and prosecution of the defendant on this charge was made possible only by the fact that the girl was under age. The editor must use his own judgment in deciding how much he should print and what he should say in such cases.

Suggestions for Class Work

1. While every newspaper should strive for accuracy in its news reports, why will an inaccurate story, as a rule, react to greater disadvantage to a country newspaper than to a city paper?
2. Why is the coloring of a story for effect especially inadvisable for a country paper? While the facts may not be misrepresented, they can be so cleverly presented in a newspaper story, and other essential facts omitted from a story, as to create a false impression upon the reader. Is this method of treating a story desirable?
3. Why is the accompanying lead to a story unsuited to newspaper use? Rewrite it in approximately the same number of words, and in such form as would be acceptable.

> Attributing his pecuniary collapse to a conglomeration of unavoidable and exasperating circumstances, which virtually instanter entwined its tentacles about him like a cephalopod grasps its prey, J. A. Wright, deposed cashier of the Farmers' and Merchants' bank, today delineated to a censuring board of directors of the aforementioned financial institution, in an exhaustive oral presentation, details of peculations that had resulted in his summary degradation.

4. Explain why the following story should be changed, and revise it for newspaper use:

> While Officer Samuel Roberts, our diligent and faithful minion of the law, was patroling his beat Tuesday night, he suddenly encountered Pete Wilson, a local ne'er-do-well, meandering down the street. Pete evidently had imbibed too freely from the cup that cheers. He is an old offender along this line, and, while never quarrelsome when under the influence, has become somewhat of a nuisance in Beavertown. The officer, who heretofore has escorted Pete home when he has been found inebriated, decided that Tuesday night's incident was once too often, so, instead of taking him home, marched him to the calaboose, where he lay in durance vile for the remainder of the night. Wednesday morning, after Pete had sobered up, he was hauled before Police Judge Smith, and his honor assessed Pete $10 for his fun. It is too bad Pete can't let booze alone, and the bootlegger who sold him the hootch should be caught and prosecuted.

5. What is the matter with this story? Rewrite it for newspaper use, supplying sufficient data to make it a well rounded story.

> The body of Charles Jones, who was born and reared in this town, was brought here for burial Saturday. Jones was hanged at the state penitentiary Friday for the murder of a Pikeville man who surprised Jones while he was burglarizing the man's house.

6. Revise this story, supplying facts that would be apropos and whipping the story into shape for newspaper use:

> The community was shocked Wednesday when word was spread that Robert Sewell, one of our best known merchants, had dropped dead of heart disease while in his store. Funeral services will be held at 2 o'clock Friday afternoon in the Methodist church. The family has the sympathy of all. Full obituary will appear next week.

7. Change this story:

> The stork hovered over this community last Sunday and finally alighted at the home of Mr. and Mrs. Albert Smith, where it left a bouncing baby boy who tipped the scales at 11 pounds. Mother and babe are doing nicely. Papa Smith was busy passing the cigars the next day and receiving congratulations of his many friends. Grandpa Jones is expected to recover. The young man is his first grandson. Young Mr. Smith has been named Dwayne.

8. Improve this story:

> A cow on the James Beach ranch gave birth the other day to a calf that has two tails. The calf is living.

9. Turn to country papers available in the files and pick out stories that have been over-written and those that have been written too briefly. Rewrite these stories in proper style for a country newspaper, supplying data where needed.

CHAPTER VII

THE STORY

The News Story Defined.—The story is the backbone of the newspaper. The story is an item of news of sufficient importance to justify its appearance on the printed page under a distinctive heading. It is with stories that the newspaper is built. A publication without news stories would not be a newspaper. It would be a magazine, if its editorial content were confined to articles and fiction. It would be a mere advertising sheet, if it contained only advertisements—a "shopping news," to use a commercial term.

Since the other parts of the newspaper, the features, the editorials, the brief local items, and the advertisements center around the story, which is the magnet of reader interest that holds the paper together, it is necessary that the story be sufficiently well constructed to attract and hold the attention of the reader.

The story should be direct and forceful and should conform to the general journalistic requirements. Because a story is written for a weekly newspaper, there is no reason why it should not be treated with the care it would receive in a metropolitan daily. Editors of modern country newspapers require that stories for their publications be written in journalistic style. The idea that "anything will do" for the country paper has been thrown into discard. A story for the country paper should have vivacity and "punch," and it should possess the characteristic "newspaper ring."

The Two Parts of a Story.—The newspaper story usually consists of two parts—the lead and the body. However, a story may comprise only one part, in which case the one part will be the lead. One-part stories are those of genuine worth but such as well may be covered in a single paragraph. They are not the outstanding news stories of the day or week, but are of a secondary nature, yet important in the makeup of the news.

The lead, being usually a summary of the news event with which the story deals, tells the essential facts, while the body is an elaboration of the facts set forth in the lead.

Readers, as a whole, must have a story presented to them in the most comprehensive manner possible, in order that they will be sufficiently interested in the item to read it. A story that does not command the attention of the reader has not served the full purpose for which it was intended. It is obvious that all readers of a newspaper do not read every item that appears in the paper, but the extent of perusal of the paper will depend in a large measure on the manner in which the story is presented to the reader. There are two things which make a person read a newspaper item: first, the subject matter of the story may be of interest to him, and he reads it through, regardless of the style in which it is written; and, second, the method of presentation, or, in other words, the style in which the story is written. A story with poor subject matter may be made interesting by clever writing. A happy combination of these two qualities, then, makes the ideal newspaper story—an interesting story, interestingly presented.

Because many news items are not of sufficient importance to stand alone under their own heads, they are grouped in special columns of similar items, under departmental heads. These general heads, which may include such subjects as personals, briefs, court notes, police news, motoring,

good roads, shipping news, farm news, or scores of other classifications which can be adopted to suit the requirements of the individual paper, are appropriate to country weeklies. Only news of minor importance, written briefly, however, should be included under classification headings.

Length of the Story.—A story may consist only of a single sentence, or it may extend for several paragraphs, as many columns, or even a page or more in a newspaper, depending upon its news value. The tendency, though, should be toward short stories—long enough to cover the important facts, but not so long as to be verbose. Newspaper readers dislike to wade through verbiage in order to reach the essentials, the pith, the real news.

A story may be as short as two lines, with a one-line head over it. It is rare, however, that a story will be so short as two lines. Three- to five-line items are desirable in trivial stories. Stories of this length, also, are of advantage as fillers for small spaces at the bottom of columns.

Ending the story when the facts have been set forth is important. The ending should be as abrupt as the start. No well rounded conclusion is needed. When a story has been told, it is time to stop.

Types of Stories.—The three types of newspaper stories —the straight news story, the freak story, and the feature story—find their way into the country paper. The straight news story is best adapted to the country newspaper, yet the freak story, which is one of no great importance so far as outstanding news value is concerned, carries a singular appeal to newspaper readers if properly developed, because it deals with peculiarities in the news. The freak story should be given a distinguishing head.

If Robert Smith, of no special consequence in the community, dies, the chronicling of his death would be a mere matter of news—a straight news story. If the same Robert Smith swallows his false teeth and chokes to death, he has

acted the leading part in a freak story. The story can be so developed as to bring out the unusual incident, and yet not be objectionable to Robert Smith's relatives and friends.

The feature story, which usually is not spot news, but an article that can be used next week as well as in the current issue of the newspaper, may be developed on numerous topics that make interesting reading. Reminiscences of an early settler constitute a good feature. An article on a model farm would be a feature, as would one dealing with a highway that is under construction and the benefits that are expected to accrue from its completion.

A general write-up of a sawmill, a mine, a landmark, a war veteran who had seen unusual military or naval service, a person prominent in the community, or any person or thing of interest in the community, would make an excellent feature.

Beginning the Story.—Certain rules have been laid down journalistically as to how a story shall begin, and they well may be remembered by the country editor. Some papers insist that a story never shall start with an article—*a, an* or *the.* Others forbid the use of the word *that* at the outset of a story. Stories and sentences never should start with Arabic numerals, as "7 persons were injured," "$14 was stolen." The form is: "Seven persons were injured," "Fourteen dollars was stolen," or "The sum of $14 was stolen," or "Thieves took $14."

Unless it is the outstanding feature, it is preferable not to begin a story with time or date, as: "Yesterday afternoon, the house owned by Albert Johnson burned"; "September 14 was the day of the marriage of . . ." But if time or date are of unusual significance in the story, they can be used to advantage at the very start, as: "Yesterday was the worst day in six months for automobile accidents in Porterville"; "Friday, September 13, was the day chosen by . . . for their marriage." Employment of "Friday, Sep-

tember 13," to start a marriage story is justifiable, because the thirteenth day of the month is regarded by those superstitiously inclined as an unlucky day, as also is Friday. The combination of Friday and September 13 develops an unusually good lead, because of the fact that this couple ignored superstition or defied ill omens in selecting a wedding day. The facts of the story will determine whether it is well to open with a statement of time or date.

Writing the Lead.—Simple narration, the best form of newspaper writing, should apply, in the main, to stories in country publications. The first sentence, comprising the lead, should tell all the outstanding facts. It should be a summary of the story. The lead should possess the punch which marks all good newspaper stories. A good story can be spoiled by a poor lead. It is a well known principle in newspaper work that the lead, in order to be complete, should tell *who* (or *what*), *what, when, where,* and sometimes *how* and *why*. Preferably, the lead is a direct statement of fact. Here is a typical lead of a simple news story:

> John C. Barnes [who] was elected president of the Geneseo Chamber of Commerce [what] today [when] at a meeting of the organization's board of directors in the chamber offices [where].

Sometimes, it will be observed, in order to bring out a striking feature of a story, the *why* part of it is employed at the outset. The inverted lead lends much emphasis to a story, and can be utilized advantageously when circumstances warrant. For example:

> Crazed with jealousy [why], Kenneth Fair [who], 18, shot and killed [what] Miss Dorothy Oxley [whom], 17-year-old high school girl, in Marion [where], last night [when], and then turned the gun on his own head [what].

In this case, the chief actor did two things of great news value. First, he slew the girl. Second, he shot himself. Both features were properly included in the lead.

In the same paragraph, and really as a part of the lead, the reporter relates additional facts that are inserted in the proper order in the story, for neither the girl nor the youth died immediately the shots were fired. The first paragraph concludes:

> Miss Oxley died in a hospital a few minutes later, and Fair lingered in the same hospital and died.

His lead written, the reporter proceeds to tell the story in detail, relating facts that led to the shooting:

> The tragedy occurred as Miss Oxley was returning home from church with Earl Biggs, whom Fair considered his rival, and a young girl friend. [The name of the girl friend should have been printed, unless strong reason existed for omitting it, and that is unlikely.] Fair waited in a store for Miss Oxley to return from church, and when he saw her coming, he went outside and engaged in an argument with her.

The story continues for more than a column, identifying the youth as a high school athlete, mentioning the families of the dead couple, explaining that the boy persisted in paying attention to the girl, as related by the girl's father, although she did not regard him as her sweetheart, and quoting directly the version of the tragedy as given by Earl Biggs.

In the details of this story, most persons in a country town would be intensely interested, because of their acquaintance with the youth and the girl and because of the highly dramatic circumstances—unrequited love, jealousy, youth,

murder, suicide. It is spectacular, thrilling, tragic, gripping. And the gist of it is told in the lead. From reading the lead, one knows just what has occurred. He need not wade to the end of the long story to know what happened. Yet, if the reader is interested in details of the tragedy, they are adequately presented in the story. But the reporter has sensed the feature and has brought it to the front.

Here is a good lead which starts with an inversion for the purpose of emphasis:

> Carried 60 feet when their automobile was struck by a Southern Pacific passenger train at 4:10 p. m., yesterday, while they were crossing the railroad tracks at Aviation drive, Mrs. Mabel Wagner, of Glendale, was killed, and her husband. Louis W. Wagner, a plaster contractor, was injured, perhaps fatally.

The reporter then tells about the gasoline tank of the automobile exploding, and relates further the details of the injuries, together with the name of the hospital to which the husband was taken and the mortuary where the wife's body lay.

A lead to an ordinary story may read:

> The board of county supervisors elected Henry Miller overseer of road district No. 12, to succeed Albert Anderson, resigned. The announcement was made at Monday's meeting of the board. Miller took office immediately.

Punch can be put into the lead by writing it something like this:

> Henry Miller is the new overseer of road district No. 12. He was appointed Monday by the board of county supervisors and took office immediately.

A poor lead on a live story might read:

> John Andrews, a rancher, residing 20 miles southeast of Bigtown, reported to Sheriff Holton Tuesday that someone had stolen two of his choice steers from the range where his herd was grazing.

The lead, without being offensive, could be thus improved:

> Cattle rustling, one of the oldest crimes in Wyoming, has been revived. Receiving the first report of cattle stealing on the range in the seven years that he has been in office, Sheriff James Holton is determined to run down the thieves who stole two steers belonging to John Andrews, a rancher, residing 20 miles southeast of Bigtown. The rancher reported the theft to the sheriff Tuesday.

The feature of the story is not that John Andrews, the individual, lost two steers, but that cattle rustling, a practice of bygone days in the range country, actually has been revived. The second feature is that the sheriff is determined to stamp out cattle rustling before it gains headway. The fact that it was John Andrews who lost the steers is of little consequence, yet it is pertinent to the story. Following the lead, the story can be further developed into a first-class yarn, perhaps carrying a brief interview with the sheriff on what he proposes to do in running down the thieves; what Andrews reported to the sheriff in connection with the disappearance of the animals, and ending with a paragraph on the last cattle stealing case on record in the sheriff's office or the court files.

Each story suggests its own lead. Hundreds of forms are available for writing the lead, and the proper one to use should be dictated by the facts and the emphasis that the reporter desires to place on them.

Unique Leads.—A novel effect sometimes may be developed by using at the outset of the story a familiar quotation, either prose or poetry, which is apropos to the theme. A lead of this nature gives emphasis to the story. It should be set in smaller type than the body of the story, preferably in 6-point, and should be separated from it by a blank space equivalent to a nonpareil. This type of introduction should be used sparingly, but where it is available it, indeed, can be utilized to great advantage. For instance, a very striking effect, coupled with a vague touch of humor, can be developed in this manner:

Tom, Tom, the piper's son,
Stole a pig and away he ran!

Joseph Adams, a farmer residing three miles west of Newton, was found guilty today by a jury in the court of W. B. Baker, justice of the peace, of stealing a hog from John Swanson, a neighbor.

And then go on and tell the story. The quotation is unnecessary, yet it gives a mark of distinction to the item.

Quotations used as introductions to a story easily can become editorial in their meaning. Care should be exercised in their application, in order to guard against possible editorial interpretation being placed upon them.

Direct Quotation.—Direct quotation of a succulent remark by a speaker can be employed to illuminate the introduction to an interview or a public address. For illustration:

"The Republican party cannot hope to carry Green county in the November election," W. B. Abbott, Democratic candidate for assemblyman, declared in a political address at the opera house last night.

The story can be developed from here, proceeding with an outline of the meeting and with further direct and per-

haps some indirect quotations of salient points made by the speaker, always taking care, however, that expressions of editorial opinion or inference of such be avoided in the story. Another example:

> "Chatsworth county will have a complete system of hard roads within the next five years," asserted R. F. Ederton, state highway engineer, while in Keystone, Saturday night. The engineer was here to set in motion surveys for a county-wide highway system, preparatory to actual construction, which is expected to start in May.

The story should relate what roads are to be improved, length of the roads, width of surfacing, material to be used in surfacing, the roads that are to be improved first, probable cost, source of funds for the improvement, and such other details of the program as the engineer may announce and as may be timely.

The Interrogatory Lead.—In a certain type of story, the lead may take the form of a question. Here is an interrogatory lead:

> Could a whale swallow a man?
> Could a man live in a whale?
> How long could he live?
> The answers to these questions, seriously detailing some of the best fish stories that have come to light recently, today caused a great demand at the McCormick Theological seminary for copies of the current issue of the *Princeton Theological Review.*

The story, which is given a Biblical flavor because of the story of Jonah having been swallowed by a whale, tells of an article that appeared in the *Princeton Theological Review,* purporting to relate a specific case of a member of a whaling party having been precipitated into the sea and

gulped down by a whale, which afterward was captured by the crew of a whaling ship. The animal was slaughtered, and the man taken alive from its stomach. It is a good story, localized by addition merely of a line, and is unusually readable because of the clergyman-author's effort to prove the truth of the whale story. The catchy lead arouses the interest of the reader.

The Body of the Story.—Writing the body of the story is comparatively simple, once a good lead has been devised. The lead is by far the most essential part of the story. The body is merely detail.

In large newspaper offices, a requirement often exists that a story shall be so written that it may be pared down, paragraph by paragraph, from the bottom toward the top, in order to meet space conditions in various editions, and yet to permit the story to stand complete in itself, no matter how many paragraphs are eliminated, so long as the lead remains. This requirement hardly will be necessary in a country paper.

Short Sentences.—Too much emphasis cannot be placed upon the desirability of using short sentences in all newspaper writing. They readily convey the meaning. Terseness is desired, and can best be gained by avoiding long, involved sentences. This sentence is entirely too complicated and leads to confusion, besides employing hackneyed expressions, which are in bad form:

> When Mr. and Mrs. Arthur Peterson returned to their home in Highland, Wednesday evening, from Richfield, where they had been invited to spend the day with Mr. and Mrs. Wilbur Wright, who afterward came to Highland to take part in the festivities, they found that a party of friends had taken possession of their home and reminded the Petersons that it was their 25th wedding anniversary, and brought with them

> many toothsome viands, which they already had spread upon the table, in anticipation of the return of the couple, whom they felicitated most joyously on their silver wedding anniversary, and a most pleasant evening was spent, cards being enjoyed after the supper hour, and all departing at midnight, wishing Mr. and Mrs. Peterson many happy returns of the day.

A story such as the foregoing occasionally is encountered in print. No excuse exists for this kind of writing. The story should have been written something as follows:

> Friends of Mr. and Mrs. Arthur Peterson pleasantly surprised them with a party Wednesday evening, which was the 25th anniversary of their marriage.
>
> When Mr. and Mrs. Peterson returned to their home at Highland, from Richfield, where they spent the day, they were welcomed by a merry crowd of self-invited guests. Supper, brought by the guests, was served. Later, cards were played.
>
> Mr. and Mrs. Wilbur Wright, of Richfield, had invited Mr. and Mrs. Peterson to their home, as a ruse, and, during their absence, the party assembled at the Peterson home. Mr. and Mrs. Wright later joined in the festivities.

Suggestions for Class Work

1. What is your opinion of the desirability of long stories for a country newspaper? Do you think the reader prefers long stories, or would he rather have his news in condensed form?
2. Do you think the tendency in many country papers is to write the news too briefly?
3. Examine a number of country papers, pointing out items that you think should have been treated at greater length, and explain why they should have had such treatment.

4. In these papers, select stories that you believe are too long, and explain why they should have been condensed. Rewrite some of the longer stories, boiling them down to the space you think they should occupy in the country paper.
5. Examine several country papers for stories that do not have good leads, and substitute leads that possess "punch."
6. Explain what is wrong with the following leads and stories, and whip them into shape:

> Trial of the damage action, Ralph Johnson vs. Mrs. C. E. Stanley and her brother, W. W. Root, which was commenced last Thursday morning in district court, continued through the remainder of the week until Saturday morning, when it was given to the jury. After seven hours' deliberation, the jury returned into court with the following verdict: "We find for the plaintiff and assess the amount of his recovery to be the sum of $1,250." Plaintiff was suing for recovery of his loss and for injury sustained in an automobile accident which occurred about eight miles east of Hastings, on November 1, last. In his petition, he stated that the car, owned by Mrs. Stanley and driven by Root, while traveling at an excessive rate of speed, struck his car from the rear, destroying it and injuring himself and wife.

> In this issue, the business interests are formally welcoming into their midst the new Brighton creamery. Along with the rest, we want to express our greetings, and our sincere and hearty welcome to this new industry. We cannot help but feel that this is just the beginning of the awakening of the near-future prosperity in store for Brighton. . . . We are confident that the majority of the farmers will stand by Mr. Capper, the manager and owner of the creamery.

Regular annual meeting of the West Branch Telephone company was held January 15. Secretary's report was read and approved. Treasurer's report was read and approved and showed the affairs of the company in good shape. Bert Gill, Al Pearson, and John Thompson, whose terms as directors had expired, were reëlected. Later, at a board meeting, Bert Gill was elected president, Thomas Butler, secretary, and Al Pearson, treasurer.

The first business of importance to come before the newly installed prosecuting attorney, A. L. White, and the probate judge, John Smith, of Lewis county, was the preliminary hearing of C. H. Wilson, held yesterday morning before Judge Smith. The defendant was charged with grand larceny in a complaint made by Robert Jones, in which the theft of a horse is alleged some time back, when a farm owned by the complainant, situated in the Alpine district, was under lease to the defendant.

The state presented four witnesses at this hearing, and the defendant entered a plea of not guilty and introduced no evidence. The court bound the defendant over to the district court under a $2,000 bond, which was the amount of the bond he had given at the time of his arrest when the complaint was filed, and which bond was continued.

The courtroom was filled with spectators and the case has elicited much interest in this section.

While returning from work on his cayuse in the Cedar Creek country, one day this week, Fred Crocker had quite a thrilling experience. He saw a coyote digging in the snow in an old orchard for apples. He immediately charged the var-

mint with his trusty steed, which seemed to enter into the spirit of the chase. The coyote, seeing he was losing ground, whirled and jumped at the horse's throat, but the horse was equal to the occasion. He whirled and kicked the coyote with both feet, nearly spilling the rider by his violent actions.

Crocker saw the coyote lying in the snow, apparently lifeless, so he dismounted to pick it up, but as he laid hands on the back of its neck, it suddenly came to life and was ready for another scrap. Crocker had to carry it, as a mother cat carries a kitten, for a distance of a hundred yards or more before he could find a club with which to bring to a close his rather uncomfortable predicament.

On one front foot of the coyote there was a squirrel trap, which apparently had been carried by the animal for some time.

A general fire alarm from the telephone central and the shriek of the fire siren Monday night between 1 and 2 o'clock aroused the citizens. Inquiry elicited the information that the big elevator at Smith's Station, about nine miles east of town on the main highway, was afire.

Almost immediately, 50 or 60 men tumbled into autos, and the fire truck was tuned up and started for the conflagration. Little, however, could be done except to keep the flames from spreading, and the people of Smith's Station and surrounding farms had that well under control when the Jonesboro people arrived.

Employees had been loading wheat all day Monday, and four cars had been filled. Two of these were at the side of the elevator and were destroyed.

According to reports received from J. A. White, the owner of the elevator, about 40,000 bushels of grain were in the elevator and the two cars. Of this amount, Mr. White owned or had owned before selling it, about 18,000 or 20,000 bushels, the remainder belonging to Johnson & Son.

It is said on good authority that ample insurance was carried on the grain, but that the building was only partially insured. The loss will be, grain, $50,000, elevator, $20,000. No theory has been advanced as to origin of the fire.

The people of this community were greatly shocked Monday afternoon when word came here that an automobile had been discovered in Rapid river, about 20 miles above Cedar City, and that from appearances it looked as if the car belonged to F. S. Wilson, of Cedar City.

The first report was given by E. L. Black, Bert Jones, and Charles Stone, who were en route up the river. A member of the party noted the tracks approaching the edge of the embankment, and instituted an investigation, with the result that the nearly submerged car was discovered in the river.

These men went on about six miles to the Robinson ranch, where it was reported. A posse was organized, and help came from Cedar City.

Mr. Wilson's body was first discovered in an eddy about 45 feet below the car; later, the bodies of Mrs. Wilson and the boy, Frank, were found beneath the car.

Here follow details of the accident, as reconstructed, and biographical sketches of the victims.

CHAPTER VIII

SOURCES OF NEWS

General News Sources.—Public offices form one of the principal sources of local news. The courthouse, city hall, sheriff's office, police station, justice of the peace office, and other branches of local government yield much news. Spot news, of course, immediately is evident, but from the records in these offices and from conversation with the various officials it will be possible to develop many interesting stories of a semi-news nature. Familiarity with all branches of local government is necessary on the part of the newspaper man to intelligently "cover" them in a news way. An especially fruitful news source is found in the courts.

Chamber of Commerce.—The chamber of commerce provides much news in the way of community development. Usually, the chamber of commerce is a prolific source of news, and much that is genuinely printable may be had from this office. Care should be taken, however, to guard against the secretary of the chamber promoting himself in connection with promotion of community enterprises. Secretaries sometimes are much inclined to use the newspaper to boost their own stock, and when such is the case, the lid should be clamped on them in a diplomatic way, yet, the genuine news of the chamber's activities should not be minimized because of the personal ambitions of an over-zealous secretary.

Stores.—Newspapers often overlook mercantile establishments in the gathering of news. Real news centers around stores, their proprietors and employees. While it is

not good journalism to use the news columns for matter that should appear in advertising form, the alert newspaper man will be able to separate the news from the advertising, and utilize matter that is news, that is interesting to the public, and that will promote good will on the part of the merchants toward the paper.

Schools.—The public schools and a college, if one is located in the town, are important news sources. News of major school activities, courses of study, enrollment, commencement, and the like always is interesting and is eagerly read by parents and pupils alike. Frequently, it will be necessary to rewrite news matter submitted by instructors and pupils. It is better for a member of the staff personally to cover more important school activities, rather than to depend upon a "handout" from the school. Some papers encourage "school notes," a weekly column prepared by some one identified with the school. In case school notes are used, they should be closely edited.

Churches.—Much news is provided by churches and their auxiliary organizations, such as the Sunday school, aid society, missionary society, young folk's society, brotherhood and ministerial associations. The newspaper should not overlook news pertaining to all these organizations. Announcements of services in all the churches of the community should be carried regularly, for the information of the public, but preachers should be held in check, for, if given the freedom of newspaper columns, they are inclined to attempt to evangelize through the public press, and this, of course, should not be tolerated. Many ministers are unable to distinguish between news and matter that is not news. It is the policy of some newspapers to print summaries of sermons. Daily newspapers frequently use excerpts from sermons on Mondays. If this practice is followed, ministers of every faith should be given an opportunity to provide portions of their sermons for publication.

The editor also should go over this matter carefully and delete all references which would tend to cause dissension in the community. Pastors sometimes attempt to "dig" other denominations in their sermons. No thrusts of this kind ever should find their way into a newspaper.

Itinerant evangelists will bear watching on the part of the editor. They endeavor to gain newspaper notoriety through preaching sensational sermons. Bare mention of their services usually will suffice. As a rule they appear under the auspices of one or more local churches. To ignore them is difficult. However, the amount of newspaper space given to them should be curtailed to the minimum. While their sincerity is not openly questioned, it should be remembered that emotionalism is a feature of most evangelistic meetings, and passing the collection plate never is overlooked.

Hotels.—A great deal of news is to be gathered in hotel lobbies. Many personal items may be developed from lists of arrivals. Prominent persons who are guests at hotels may be interviewed, and other items of an interesting nature gleaned. It is well to cultivate the friendship of hotel clerks and to develop in them a "nose for news," for they possess much information upon which good stories are written.

Attorneys.—Attorneys are helpful to a newspaper. Besides the various legal matters which they handle, ever a source of news, they are in touch with community affairs and give the newspaper man many tips on stories that are outside their own profession.

Physicians.—Physicians know much that is news and still more that is not news. It is advisable to make friends of them and to call on them frequently. Accident reports may be accurately checked through a physician. He also will report births and cases of critical illness. Minor illnesses of a physician's patients should be overlooked by the

paper, for they are of no news value. It is well, in reporting a critical illness, not to elaborate it nor to mention the nature of the ailment, unless it is of outstanding news value. The name of a physician need not be used in connection with a case, unless a reason for using it exists.

Morticians.—News of deaths is available through undertakers. Usually they are ready to procure details needful for biographical sketches of persons who have died. Undertakers are familiar with details surrounding accidental deaths. They are genuinely helpful to the newspaper. Names of morticians should not be used in obituaries, unless funeral services are held from the undertaker's parlors, when it is proper to specify the place of services.

Politicians.—Close touch should be maintained with local political leaders. Politics always makes interesting news copy, subject to elaboration and development. Politicians, however, should not be permitted to utilize the newspaper for purposes of propaganda. It is poor policy to tie up with them or to be under obligations to them in any way, for they will not hesitate to "pull the wires," when the opportunity arrives, to acquire the newspaper's support for their particular party or favorite candidate. Politicians will accept all the favors they can get from a newspaper, and give in return as few as possible. An independent attitude toward politicians will pay the biggest returns, both in self-respect and profits.

Real Estate Firms.—From real estate firms is available news of transactions in city and country property, rentals, new residents in the city and countryside, data on crop conditions, and information on many other subjects pertaining to the welfare of the community.

Luncheon Clubs.—Service clubs, which hold weekly luncheons, are established in most towns. While, for the most part, they are mutual admiration societies much given to "horse play," they are important organizations in commu-

nity life, and furnish newspaper copy which it is unwise to overlook. Service clubs welcome reporters, and the members will go out of their way to be of assistance to the press.

Fraternal Organizations.—Fraternal orders provide desirable news. They have large memberships throughout the community, and much interest centers around their activities. Lists of officers elected by lodges, community events in which the orders engage, and other matters pertaining to the orders should be covered by the newspaper. Most fraternities do not care for newspaper mention of persons who have been initiated. The secretary of the lodge will be glad to furnish the paper with such matter as is suitable for publication. Fraternal orders are of two kinds: secret organizations, with purely social or ethical purposes, and those chiefly interested in selling life insurance to the members. While it is easy for the editor to differentiate between these orders, it is difficult for him to discriminate in a newspaper way, because of the large membership of the insurance orders and the idea of fraternalism with which the members have become imbued. It would seem, then, that here a commercial organization must be given a certain amount of news space which is indirectly promotional in nature, and to which it in reality is not entitled.

Women's Clubs.—Activities of the various women's clubs, parent-teacher associations, and the like, make good newspaper copy, which is eagerly read by the membership and by much of the general public. Women's clubs should be given careful newspaper attention.

Weather.—News about the weather always is interesting. It may be a long spell of fair weather, a severe cold snap, many cloudy days, heavy rains, windstorms, deep snow, blizzards, extreme heat, drouth, freakish weather —yet all is news. Weather affects everyone, and particularly in an agricultural country does much of the prosperity

depend upon its vagaries and their relation to growing crops. If a local weather observer exists, data can be procured from him as to temperatures and precipitation, and from his records comparisons can be drawn with previous years.

Elevators and Warehouses.—From owners and managers of elevators and warehouses, the newspaper man will be able to acquire data on grain shipments, prospective crops, extraordinarily large yields of grain and hay, prices of grain and hay, shipments, whether farmers, as a rule, are holding their crops after harvest in anticipation of higher prices, or whether they are selling on the open market.

County Agricultural Agents.—News of farm activities, new methods in agriculture, agricultural experiments, pest control, farm bureau gatherings and programs, may be had from the county agricultural agent, but pains should be taken in editing his offerings, in order to separate the grain from the chaff. County agents often are extensive promoters of themselves at the expense of the newspaper, and this practice should not be tolerated. They are accustomed to write freely in the newspapers, clip the articles concerning their own activities in the field, and then to submit these clippings to their superiors as evidence of their own efficiency. The office of the county agricultural agent is a fruitful source of news, but should be watched carefully for propaganda.

Railroad Stations.—In the days before the automobile came into general use, the railroad station supplied a large volume of the personal items appearing in the country newspaper, for there the newspaper man was able to intercept practically all local travelers and inquire as to their arrivals and departures. Virtually everyone who made a journey of more than a few miles went by train. Now, so many travel by automobile that small town railroad stations, even at train time, often are practically deserted, and

the gathering of personals has become difficult, for there is no common point for concentration of travelers. Yet, the railroad does retain a share of its former passenger business, and should not be overlooked as a news source. Those who are traveling a long distance generally use the railroad. Also, the station agent will be able to supply facts on such more or less important news as large incoming and outgoing freight shipments, railroad improvements and changes in train schedules.

Garages.—Garages have information on highway conditions, automobile wrecks, scenic drives, camping sites, fishing grounds, and the like, which can be developed into interesting stories. They come in contact with motor tourists, from whom good stories can be had.

Lumber Yards.—Proprietors of lumber yards will be able to give the newspaper information on building activity, contemplated in the community, through inquiries received and orders booked for lumber and other materials for residences, business blocks, barns, and other farm buildings.

Fuel Dealers.—Through fuel dealers, the newspaper can check on fuel prices, compared with those which obtained in former years, the demand for fuel, whether consumers stock their winter's fuel in the summer when the price is at the lowest, or wait until actual need arrives with cold weather, possibility of a fuel shortage, and kindred subjects.

Produce Dealers.—Dealers in farm produce can furnish interesting figures for newspaper stories, such as the volume of cream purchased from farmers during a year, whether it indicates an increase or decrease in dairying, the extent of the poultry business, profits from dairying and poultry raising, and so on.

Livestock Dealers.—Dealers in livestock are glad to give the newspaper information on their industry in the community. They know the extent of the livestock business;

whether farmers are fattening cattle and hogs on grain, or are marketing them direct from pasture; whether farmers are buying feeding cattle at a distance and shipping them to their farms to fatten for market; stock shipments; prices prevailing for livestock, and many other facts that are suitable for news stories.

Postoffice.—From the postmaster, the newspaper man can learn the total of postal receipts for a given period, which, by comparison with previous receipts, will indicate growth of business in the community. The postmaster also can supply information on changes in mail service, new residents of the community, and persons moving away.

Board of Education.—From the board of education is available news on the employment of school teachers, erection and repairing of school buildings, changes in the course of study, and much other matter that pertains to the schools.

Fire Chief.—In most small cities and towns, no paid fire department exists, but fires are fought by volunteer firemen. The fire chief gladly will furnish data on fire losses, fire hazards, need of the department for new equipment, and other interesting material from which news stories can be built.

News Everywhere.—Only a few of the many news sources have been mentioned. News is everywhere. It is in the clouds that float overhead; in the ground on which we walk; it is at every side. We see such a vast amount of news that we overlook a great deal of it, yet much that we overlook is interesting and can be written in a readable style. Observation and conversation, those are the ways by which to gather news. The more acquaintances the editor possesses, the more extensive will be his news sources. Soon, his friends will bring him news voluntarily. Success in news gathering comes through knowing people and making friends of them.

Suggestions for Class Work

1. Having in mind a town with which you are familiar, make a list of the places at which you, as editor of a paper in that town, would regularly call in quest of news.
2. Analyze the paper printed in that town, and determine whether any important news sources apparently have been overlooked by the editor.
3. What do you think of news emanating from the chamber of commerce? Do you believe that, generally speaking, it is inclined toward exaggeration and should be toned down by the editor to make it rational, or should the editor "enter into the booster spirit," because he is forced to by "high civic pride"?
4. With respect to churches, how far do you think a newspaper should go in handling church news? In handling ministers' announcements of church services?
5. What is your opinion of the advisability of printing in a country newspaper a church announcement such as this:

METHODIST CHURCH

The mid-week service will be held Thursday night at 7:30 o'clock at the home of Brother and Sister S. A. Smith. We were glad to see a larger attendance last week. Let us do even better in this respect this week.

The morning hour of worship this Sabbath morning will bring us face to face with opportunities of spiritual improvement and moments of new vision. The minister's sermon theme will be, "Where the Dawn Comes Up Like Thunder." Plan to be there. Plenty of good seats for everyone and a cordial welcome.

Our popular service at 7:30 o'clock Sunday evening is an event worth the consideration of all our friends and fellow worshippers. The presence and singing of the young people, the bright, cheerful atmosphere of the service, and the short inspirational message combine

> to make this three-quarters of an hour attractive and inviting.
>
> Sunday school at 9:30 in the morning, with Brother E. A. Robinson in charge.

6. How would you proceed to effect a revision of announcements similar to the foregoing, in order to make them comply with the rules of newspaper writing and at the same time not offend the minister who prepared his announcements for the press in an editorial form?
7. While politics makes interesting reading, and the newspaper man should keep in close touch with politicians in order to familiarize himself with local political developments, do you believe the editor should permit himself to be placed in a position of obligation to a politician or group of politicians? Cite some of the advantages of a newspaper alliance with politicians. Some of the disadvantages.
8. How extensively do you believe activities of luncheon clubs should be treated in newspaper stories? What would you say is the chief value of printing stories of moderate length about luncheon club meetings?
9. Make a list of probable news sources in a county-seat town, other than those heretofore given, and explain the nature of the news which you would expect to procure from each.

CHAPTER IX

PERSONALS, BRIEFS, OBITUARIES

Personals.—The personal item is very essential in a country newspaper. In fact, the smaller country papers contain little more than personals in their local news columns. The personal appeals directly to a large army of readers. Many readers, when they receive their home town paper, turn first to the page containing the personal news and read it religiously before referring to the bigger stories that the paper carries. These readers are interested primarily in the gossipy little items about persons they know, their neighbors and friends. They want to read of their comings and goings. They want to know who are guests of families in the community, and to read other trivial matters of local interest.

The personal column is the only avenue through which the names of many readers find their way into the newspaper, and therefore it is a highly valuable department of the paper, for it is a great builder of good will.

The personal is a friendly item of news. It should be true to its name. It should pertain directly to the activity of a person or persons. It always should start with the name of a person. The name is the most important part of a personal. Names, names, names, that is the demand in a country paper, and it is in the personal column that the greatest number of names most readily can be printed. The personal should contain nothing which might prove offensive to the person of whom mention is made.

Personals are difficult to gather in large numbers because

of the great amount of work involved for a comparatively small volume of copy, but the effort is well worth while because of the wide reader interest in the personal column.

The Special Personal Column.—A special column, or section of the paper, should be devoted to personal items, and an effort should be made to insert the personals in practically the same place in each issue of the paper. Indeed, instead of one column, three or four or more columns of personals are preferable. It is impossible to print too many of them.

It is well to separate personals either by a short dash or by white space. A nonpareil slug inserted between personals probably is the most effective way of separating them. To run them together, with no break save the paragraph, is not effective.

Items That Are Not Personals.—Extreme care should be taken to confine the personal column to what the name implies—personals. Matters to be excluded from the personal column are police news, births, deaths, items on the weather, farmers' shipments to market of cattle and hogs, sale of automobiles, parties, announcements of dances, marriages, accidents, and the like. Many papers include such items in the personal column, but they are decidedly out of place there.

Aid in Gathering Personals.—The country newspaper editor can add materially to his supply of personals each week, with no extra effort on his part, if he will arrange with persons in stores and offices to jot down personal items as they come to mind, and then, a day before the publication date, the editor can call upon these persons who are acting as his assistants and pick up the news they have on hand. Many persons will be glad to be of assistance in this manner—in fact, they will deem it a privilege to be included in the news-gathering force. Also, the telephone is helpful in gathering personals. If a girl is employed to

assist in a newspaper office, she should be provided with a list of names of women in the town who may be called regularly by telephone for personal and social items. If chosen with care, a list of women, who will be pleased to cooperate with the newspaper in supplying personals, can be compiled.

Personal Contact.—The editor, through his acquaintance and his mingling with people, is best able to gather personals. They will come to him in the course of his other work, almost automatically. He will see and meet visitors in the town. He will be told by those who have returned home that they have been away. He will miss familiar faces at their accustomed places, and inquiry will disclose that these persons are on vacation, or have been called away because of illness of a relative, are on a business trip to Cleveland or San Francisco, or have gone to a neighboring town for a day or two. The editor will greet farmers who have come to town with their families to do their trading. He will note a stranger in the street with William Jones. He will ask Jones the name of the man, and will be informed that he is Jones' brother-in-law, Robert Smith, of State Center, who is here on a visit. While on his way to the office, the editor will observe John White packing luggage in his motor car. He will stop and chat with John, and ask him where he is going. And John will tell him that he is taking the family to the lake for a week's outing. In the hardware store, the editor will see a new clerk. He will inquire of the proprietor about the new man. Yes, Fred Reid, who has been clerk in the store for two years, has accepted a position in Havre. He and his family are leaving in a few days for the new location. Thomas Miller is the name of the man who has succeeded Reid. Miller comes from Bozeman. His family, consisting of a wife and two children, will arrive in Big Timber on Friday. Miller has rented the Leech house, in the north-

west part of town. Of such is the personal column of a newspaper constructed.

Elaboration of Personals.—Personals can be enlivened by elaboration. Of course, some of them necessarily will be brief, both for lack of material with which to extend them and for typographical effect. Other personals can be extended to seven or eight lines by inserting additional facts pertaining to the individual, other than mention of his coming or going, brief mention of his views on a timely subject, or something of the sort. Observe:

> Thomas Hardin, rancher residing north of Smithville, was in town Monday.

The foregoing personal is in brief form. It will please Thomas Hardin to have even this mention of him in the paper, but it will please him further, and make the item more readable, to write it something like this:

> Thomas Hardin, one of the leading ranchers, was in Smithville Monday from his home north of town. Mr. Hardin declared that recent rains have been of tremendous benefit to the wheat in his neighborhood. It is making satisfactory growth, and he anticipated a big crop.

Here is another:

> Mrs. Enoch Robertson, of Arlington, is a visitor in the city.

Elaboration:

> Mrs. Enoch Robertson, a former resident of Smithville, is here from her home at Arlington. She is a guest of Mrs. Amos Townsend, and will be honored at a number of social affairs while she is in Smithville. The family has resided in Arlington for the last two years. Mr. Robertson operates a hardware store there.

Care in Writing Personals.—Sometimes, when two or more persons are making the same journey, newspapers will group the names in one personal, as:

> Mr. and Mrs. Thomas Redwine, Mrs. C. O. Zander, and Mrs. W. L. Thomas were visitors in Jacksonville yesterday.

The foregoing form may be proper in certain instances, particularly when all persons mentioned in the single item were in one party, but it is likely to cause embarrassment, especially if those mentioned in the item are not all friendly with one another, or when a man and a woman are individually mentioned, as:

> O. M. Crocker and Miss Joan Stevens departed yesterday for Chicago.

Requiring greater care is the matter of printing hotel arrivals in small towns in which long lists of daily arrivals are not available. It readily is apparent how the following item might be innocently enough written, yet prove extremely embarrassing to the persons mentioned.

> John Coleman and Mrs. C. W. Childress, both of Swinburn, were registered at the Imperial hotel Thursday night.

The tying together of names in personal items is rather ticklish business, unless the editor is thoroughly familiar with the situation and knows that he will neither vex nor embarrass anyone by so doing. It is better, when in doubt, to make separate items.

Briefs or Locals.—Secondary in importance to personals in the country newspaper are what are known as briefs, or locals. Briefs and locals are synonymous. They are short items of local news which may include anything of a small nature except personals. While some country papers make a practice of mixing locals with personals, and others run

locals as separate items throughout the paper, without so much as a head, such practices are not in good form. Locals should not be mixed in the personal column. However, an occasional personal, if necessary to give length to the local column, may be placed therein.

Two columns of briefs or locals are not too small an amount to be carried in each issue. The volume can be extended to advantage. Briefs should have a distinguishing head, unlike any other head in the paper. Also, briefs should appear under a general head one or two columns wide, or even three columns, depending upon the quantity carried. The general head, preferably boxed, may be similar to one of these: "Local News in Brief," "Brief Local News," "Local News Notes," "News in Brief."

The head for each brief preferably is the catch-line, set in black-face type, and followed by a dash, but no period, as:

> **Rotarians to Meet**—Regular weekly luncheon meeting of the Rotary club will be held Friday noon at the Franklin hotel. J. W. Otterman, superintendent of schools at Princeton, will be the principal speaker. S. T. Lussing will be program chairman.
>
> **Boy Scouts Return**—Members of troop No. 2, Boy Scouts, who had been in camp for a week on the banks of the Wapsie river, near Dixon, returned home Monday after an enjoyable outing.

It is well to separate briefs by a lead or two, or even a nonpareil slug, but where catch-line briefs are used, a 3-em dash should not be employed to separate them. Probably two leads between each brief give the best effect.

Advertisements among Briefs.—Short liner advertisements, plainly marked *advertisement,* may be inserted between briefs, for the local department is rather a miscellany, for which no other particular place exists in the

paper. Liners, or readers, however, should not be permitted in the personal column. When readers are inserted among the briefs, they do not require a distinguishing head but may be set as straight matter and separated, as are the briefs, by leads. The rate charged for these advertisements should be commensurate with the favored position which they occupy, for, sandwiched in the local column, they cannot help but catch the eye of the reader however much he may be disinclined to read advertisements. The form for advertisements among briefs may be something like this:

> **Licensed to Wed**—J. O. Rochester, of Centerdale, and Miss Minnie Hotchworth, of Milan, were granted a marriage license Tuesday by J. W. Robinson, clerk of the courts.
>
> Clearance sale of stamped linens at half price for one week. Jones Dry Goods store.—(Advertisement)
>
> **Hogs to Market**—The Farmers' union shipped three carloads of hogs to the Chicago market Wednesday. Farmers consigning hogs in the shipment were J. W. Welch, R. O. Zimmerman, Robert Clausson, John Shreve, and Bert Tenney.
>
> Four-foot red oak wood, $9 cord, delivered. Charles Hanning, telephone 404-J.—(Advertisement)
>
> **Rebekah Initiation**—Helping Hand Rebekah lodge, No. 517, will meet in regular session the night of February 1. The meeting will open at 7:30 o'clock. Initiation will take place. Refreshments will be served following the initiatory work.

The field for briefs is an exceedingly large one. Items more than one paragraph in length should not be included in briefs. Also, items of more than six or eight lines, it would seem, would be of sufficient worth to justify their

appearance as separate stories under distinctive heads. Items suitable for briefs include marriage licenses, births, commitments of persons to institutions for the feeble-minded, minor fines, such as for drunkenness or violation of traffic regulations, lodge and club meetings, when not suitable for the social page, picnics, shipments of grain or livestock to market, purchases of livestock by farmers, minor real estate sales, rentals, surgical operations, matters of serious illness, accidental injuries, removals from the community or from one residence to another in the community, minor fires, small business deals, and scores of other subjects.

Obituaries.—The obituary is of vast importance to the country newspaper. Relatives of a person who has died will clip the obituary sketch and preserve it for years. The obituary is read by all the subscribers who knew the subject of the sketch. The obituary should be written as news, starting with the statement that the person died. It then may carry a sketch of the person's life, and close with the announcement of the funeral. If the funeral has been held, the fact may be set forth in lieu of the announcement.

If the funeral has taken place by the time the paper is published, some papers prefer to start the story with a recital of this fact. If the fact that the person has died has been chronicled, and an obituary sketch printed, yet the funeral has not been held prior to publication day, an item regarding the funeral should be inserted in the next issue of the paper.

The old-fashioned obituary, starting with the birth of the individual, and then tracing the person's life down through the years, should be avoided. Likewise, flowery sketches are in poor taste, as are heaps of praise laid by a newspaper at the bier of a person whose life was not worthy of great commendation.

Obituary poetry should not be tolerated, and matters of a highly religious nature should not appear in print in connection with an obituary. The age of a person who has died should be given in years, not 73 years, 4 months and 26 days. For an infant, months can be used, as 3 months, or 1 year and 4 months. A straightforward recital is the best form of obituary. It can offend no one, and neither will it tire readers nor provoke undue comment. And it will not consume an unnecessarily large amount of space. The words *deceased, decedent, the departed,* are not desirable in obituaries.

Here is an example of an ordinary obituary:

> James Frederick Oldham, for many years a resident of Uniontown, died in his home here Tuesday night, after a brief illness. He was 50 years old.
>
> Mr. Oldham was a carpenter. He was born in Chicago, Sept. 6, 1878. When a child, he came with his parents to Uniontown, and had resided here since. Having learned the carpenter's trade when a young man, he worked on many of the buildings that have been constructed in Uniontown in the last 30 years. He also was well known as a cabinet maker.
>
> Surviving him are his widow, Mrs. Amelia Oldham; two sons, Charles and Richard Oldham, both residing at home; a daughter, Mrs. Albert Donner, of Hoop City, and a brother, Thomas Oldham, of Chicago.
>
> The funeral will be held Friday afternoon, at 2 o'clock, in the First Presbyterian church, the Rev. W. N. Exter officiating. Burial will be in Evergreen cemetery.

If it is desired to lead the story with the funeral which already has taken place, the item may read something like this:

> Funeral services for James Frederick Oldham, 50 years old, who died Tuesday night in his home in Uniontown, were held Friday afternoon, at 2 o'clock, in the First Presbyterian church. The Rev. W. N. Exter officiated. Interment was in Evergreen cemetery.
>
> Mr. Oldham, who was a carpenter, passed away after a brief illness. . . .

Then pick up "He was born in Chicago . . ." and continue until the last paragraph of the former obituary, which should be omitted.

If the sketch already has been carried in a previous issue, but the funeral has not been held prior to the earlier issue, a funeral story may be used in the next issue. Often, in smaller communities, names of pallbearers are printed in connection with a funeral. The funeral item may read:

> Funeral for James Frederick Oldham was held Friday afternoon, at 2 o'clock, in the First Presbyterian church. The service was in charge of the Rev. W. N. Exter, pastor of the church. Many friends gathered in the church to pay tribute to the memory of Mr. Oldham. Interment was in Evergreen cemetery. Pallbearers were James White, R. W. Stoneham, Charles W. Dodson, R. S. Jasper, C. W. Clemens, and Robert Pollard.

When names of pallbearers are included, care should be taken to name all the pallbearers. Usually they number six. Mention may be made briefly of floral offerings, if desired. Names of singers and titles of the songs sung at the service may be used.

A newspaper should not, through its columns, extend condolences to the bereaved. That is the duty of friends of the family. They may condole in person or by letter.

Cards of Thanks.—It is customary in many parts of the country for members of the family of a person who has died to insert in the newspaper a "card of thanks," expressing gratitude to neighbors and friends for assistance, expressions of sympathy, floral offerings, and the like. Cards of thanks come under the classification of paid advertisements. Charge may be made for them either on a line rate, or a blanket charge may be adopted.

Births.—The newspaper should chronicle all births in the community, except those of illegitimate children and stillborns. A newspaper should not further embarrass an unfortunate mother by calling attention to the birth to her of an illegitimate child.

If no regular column is carried for births, and this is scarcely advisable in a small city because there are comparatively few births to record each week, birth notices may be included in the briefs, or under a one-line head. A birth notice should be a plain statement of fact. Example:

> **Parents of Son**—Mr. and Mrs. Charles Wren, 242 Prospect avenue, are the parents of a son, born Sunday at the Community hospital. The infant has been named Roy.

Birth notices may be variously worded to avoid a stereotyped form. They always should be dignified. It is permissible to state the weight of the child, but not necessary. Do not say, "Mother and babe are doing nicely," or, "Papa is expected to recover." Reference to the father "passing cigars" is silly and undignified, as is mention of the mythical "stork."

Marriages.—The proper place for stories of marriages is in the society department, if such is carried for social news. Otherwise, they may be printed as regular news. Some marriages should not be used in society news, for obvious reasons. Here is a specimen of an ordinary marriage story:

> Theodore Enright, of Luke Mountain, and Miss Hannah Ridgeway, of Reddington, were married in Milledgeville, Saturday, by the Rev. C. E. Porter. The ceremony was performed in the parsonage. Mr. Enright is a rancher. Miss Ridgeway has taught school at Luke Mountain for the last two years. The couple will reside on Mr. Enright's ranch near Luke Mountain.

The paper should not congratulate a couple on a marriage. No attempt should be made by a paper to "poke fun" at a bridegroom, however well known he may be in the community.

Suggestions for Class Work

1. What do you think of the value of the personal column in a country newspaper? Do you deem personals commonplace items which are a nuisance to the country editor because it takes much time to gather them? Do you regard personals as unimportant? Do you believe an editor should be content to print only such personals as come his way, or should he make a determined and systematic effort to gather them?
2. What value do you place on names in a country newspaper? So far as personals are concerned, do you consider some names more valuable than others, or may an interesting item be made of the more noticeable activities of any resident of the community?
3. Analyze the following items which appeared as personals, telling what is wrong with them, and rewrite them:

> Mrs. J. W. Stone has returned home from Detroit, where she consulted specialists regarding an ailment from which she has been suffering. The specialists were unable to diagnose the case.
>
> The Afternoon Bridge club met Wednesday with Mrs. W. D. Minton. Following the games, refreshments were

served. High score was awarded Mrs. C. E. Thompson.

Henry Smith's closing out sale on Monday drew a large crowd and everything sold well. Mr. and Mrs. Smith intend to remove to Cedar Rapids next week.

Friends of Mrs. Anna Story, who has been in San Francisco for the summer, will be pleased to know that she has returned home.

Leaving last Sunday for Kansas City, Mo., where she will visit relatives, Miss Wilma Stocker plans to be away all summer. Before returning home, she will visit Tokepa, Kan., and Oklahoma City, Okla.

We are pleased to note that Fred Kitchen is about town again after his recent illness.

Among passengers to Denver Monday were Mr. and Mrs. Albert Simmons, Mr. and Mrs. Charles Jones, and W. E. Emerson.

4. What value do you place on elaborating on personals, extending them from the barest statement of fact, sufficient to carry the name of a person, to a chatty paragraph of local news? Do you believe such treatment adds to the interest of the personal?
5. Criticize personals in country papers, noting items appearing among personals which you think should be treated as briefs. Rewrite personals you find in country papers which you regard as improperly written.
6. Distinguish between personals and briefs.
7. Do you believe reader advertisements should be inserted between briefs? Between personals?
8. What importance do you attach to obituary sketches appearing in country papers? Do you believe they should be written as news, or as old-fashioned obituaries?
9. Rewrite the following obituary, placing it in proper form for newspaper publication:

John Thomas Holton, youngest son of Robert A. and Mary N. Holton, deceased, was born on a farm near Fairfax, Oct. 12, 1872, and entered into eternal rest on Feb. 20, 1929, at his home in Fairfax, being at the time of his demise 56 years, 4 months and 8 days of age.

On Sept. 10, 1897, he was united in the bonds of holy matrimony to Miss Anna Dietrich, of Fairfax, and immediately thereafter they took up their residence on the Holton farm, southwest of town, where they continued to reside until 1920, when the family removed to Fairfax. Mr. Holton since has been in the grain business here.

There came to bless this union three children, Robert Alexander, Miriam Roberta, and Thomas Jordan, who, with the wife and mother, are left to mourn the passing of a kind and indulgent husband and father. The deceased also is survived by two brothers, Adrian A. and Samuel T. Holton, and by a sister, Mrs. A. C. Hemmins, all of this community.

Mr. Holton had been ill for six months, but he was a patient and uncomplaining sufferer. Finally, last Tuesday, his condition became worse, and Wednesday evening he passed to his heavenly reward.

He was a member of the Methodist church and was a regular attendant at services. He will be greatly missed from his accustomed place at worship. He was a good, Christian man, highly respected by all who knew him. He has gone up yonder, to await the coming of his loved ones.

Funeral services for Mr. Holton will be held Saturday afternoon at 2 o'clock in the Methodist church, in charge of his pastor, the Rev. W. E. Stevens. The body will be laid to rest in Evergreen cemetery.

CHAPTER X

SOCIAL NEWS

Segregation of Social News.—Departmentalization of social news, as practiced by daily newspapers, is not impossible with the weekly publication. By persistent effort, enough social news and other matter of particular interest to women readers can be developed to fill a page or a large portion of a page. This matter may be carried under a departmental head, as "Social News," "In Social Circles," "Woman's Page," "Of Interest to Women," or a score of other similar heads. It will be found that women will eagerly look forward to this page; will telephone news items which they desire to appear in the department, and otherwise will coöperate to make it a success.

Women are by far the biggest buyers of merchandise in the United States. It is to the interest of the merchant who advertises in the newspaper that his message reach the women readers, and whether or not the women carefully read the newspaper depends upon the amount of appeal that it has for them. A well developed social department possesses strong appeal.

Conductor of the Department.—A woman can conduct a social department more successfully than can a man, because of her minute understanding of women and details of their social affairs; her knowledge of dress, parties, appointments, decorations, and the like. A newspaper man will pass over details that are of especial interest to women readers. A newspaper woman will dwell upon details—often, indeed, too extensively, unless warned that it is

more the number of items that is wanted than individual stories of great length.

A country editor will not have sufficient work in the social department to warrant employment of a woman writer on full time to conduct that section. Therefore, he should arrange, if possible, with a competent woman, who has writing "ambitions" and entrée into the best social circles of the community, to do this work for him. She can do the news-gathering at her home, largely by telephone, and the writing, also, can be done at home, and the copy sent to the newspaper office. The cost of this service will be trivial, compared with the results, provided the woman has aptitude for the task, does not play favorites in her writing, and writes in a readable style.

If arrangements cannot be made for a woman to conduct the department, the work, of course, will fall to some man in the office, usually the editor, himself.

Tendency toward Slush.—Many writers of social news tend to carry their stories to extremes that are ridiculous because of the amount of slush they contain. Adjectives are sprinkled throughout the story far too liberally, to the end that the whole thing becomes more or less of a joke. Observe the gushing nature of the following excerpts from an account of a marriage:

> At a wedding whose beauty and solemnity will remain as a fragrant memory to all who were fortunate enough to witness it, Miss Rose Spencer, daughter of Mr. and Mrs. H. P. Spencer, last night spoke her nuptial vows to George Andrew Crosson, amidst a bower of flowers and ferns arranged in her girlhood home at 1042 North Adams street. * * *
>
> The bride's blonde loveliness is familiar to all her friends, but it never was more radiant than in her wedding gown of silver-white point lace, gleaming over a foundation of white satin. The

gown had been made for her in Paris, and with its snug bodice, graceful full skirt and long bell sleeves, was unusually beautiful and becoming. Her veil was of dotted net and lace, and had been secured in Brussels, where much of the world's most exquisite lace is made. It was arranged in a coronet flaring from her golden hair, and confined with a bandeau of orange blossoms. Her flowers were bride roses and orchids. * * *

During the reception which followed the nuptial service, the new Mrs. Crosson cut the sparkling bride's cake, rising in three tiers, surmounted by a wedding bell. It was served with ices and other dainties. . . .

The story in its entirety contains about 600 words. It could have been written much better in half the space by eliminating many of the elaborations.

What Social News Embraces.—Social news embraces a wide variety of topics, among which are parties, weddings, engagements, meetings of women's clubs, aid societies, missionary societies, parent-teacher groups, women's auxiliaries of lodges, luncheons, breakfasts, picnics, dances, outings, vacations, and even personals, if they pertain to women who are known in social circles. Sketches of fashions and other feature material of interest to women are not out of place on the social page.

Weddings.—Wedding stories for the society page should not be stilted and they may properly contain a slight amount of comment, which in a straight news story would be barred because of the editorial aspect. License is given for comment in social news, whereas comment is prohibited elsewhere in a newspaper, except on the editorial page.

If a wedding has been elaborate, more detail will be required in the story than if a couple of equal prominence were wedded in an unostentatious ceremony.

In writing a wedding story, it probably is better to mention the name of the bride first, and then that of the bridegroom, as: "Miss June Swindell and Harry Jones were married. . . ." In marriage announcements, as carried by some newspapers, however, it is insisted that, without variation, the name of the bridegroom appear first and then that of the bride. These same papers demand, in an engagement announcement, that the name of the bride-elect precede that of the man.

Many forms exist in which to start a wedding story for the social page. Here is a specimen wedding story which is adequate and is not overdrawn:

> Miss Ruth Elizabeth Harkness, daughter of Mr. and Mrs. Samuel Stephen Harkness, and James Dennison Enright, son of Mr. and Mrs. Charles Enright, were married at 6 o'clock Wednesday night in the First Methodist church. The Rev. Homer D. Smith, pastor of the church, officiated. The ceremony was witnessed by 50 relatives and friends of the couple.
>
> For the service the bridal party stood in a setting of greenery and flowers. The decoration was the work of the Epworth League, in which the bride has taken a prominent part.
>
> A musical program was given by Mr. and Mrs. Joseph Rains, vocalists, and Miss Lucretia Hammond, organist. Mrs. Rains sang "O Promise Me." Mr. Rains' solo was "I Love You Truly," and together they sang "Sweetest Story Ever Told." Miss Hammond played the Mendelssohn wedding march.
>
> Miss Harkness, who was given in marriage by her father, wore white net trimmed with satin, and a tulle veil with a wreath of orange blossoms and lilies of the valley. She carried bride's roses, lilies of the valley, and sweet peas.
>
> Miss Elsie Harris, who was maid of

honor, wore blue organdy and carried orchid sweet peas. Misses Margaret Thomas and Hazel Allen, who were bridesmaids, wore organdy gowns. Miss Thomas was in orchid and carried pink sweet peas. Miss Allen wore yellow and carried rose sweet peas. Nancy Tillotson, the little flower girl, wore pink organdy.

Mr. Enright was attended by Charles Dunkin. Ushers were Gerald Simpson and Robert Dorchester.

Following the ceremony, a reception was held in the social hall of the church.

The couple left on a motor trip to Chicago, and will be at home after August 1 at 714 Cedar street. Mr. Enright is a member of the firm of Robbins & Enright, automotive dealers.

An account of a wedding, however, can be much shortened without materially reducing its news value. The extent to which it should be carried depends upon the local prominence of the couple and of the respective families, and also whether the wedding is an elaborate social event, with a large number of guests, or a simple ceremony, "with only members of the immediate families present," to use a stereotyped expression.

A single or double column cut of the bride may be used nicely with a wedding story, is highly pleasing to the bride, members of her family, and her friends, increases reader interest in the story, and helps dress the page.

Other Social News.—The wide variety of matter suitable for the social page readily will present itself. The principal requirement for material for use in this department is that it is local, or at least semi-local in character, and that it is of especial appeal to women. Social news should be written briefly, yet essential facts should be covered. Names in social news, as in any other news, are of great importance. It is well to print names of guests at parties and other social affairs, taking care not to omit the name of a single

guest. Hostesses will be pleased to furnish names of guests to the newspaper.

Heads for Social News.—A distinctive and modest head style should be adopted for social news. A light-face type is suitable for heads for this department. Some newspapers omit heads altogether from the social page, separating the items by a small ornamental dash, such as a dash comprising three or four asterisks. It probably is better to head social items, especially the lead stories. Social news indeed is deserving of display.

Suggestions for Class Work

1. Should social news in a country newspaper be carried in a special department, or would you, as editor of the paper, be guided by the idea that it does not exist in sufficient quantity for departmentalization and should be run as regular news stories with a news head?
2. What do you regard as the greatest value in printing social news? Do you believe it develops reader interest? Does it build good will? Is a good social department an asset to a country paper, or does it occupy too much space which better could be devoted to other matters of news? Do you believe it is worth while to develop sources of social news and attempt to build up an appreciable department devoted to such?
3. What would be your attitude toward slush in the social department? Do you believe that some latitude should be permitted, or should the copy be as closely edited as is that of a news story? If you received from a woman subscriber a written account of a social event which was so burdened with superlatives as to be ridiculous, would you hesitate to tone it down, for fear of offending your contributor? Give reasons that would govern your action in eliminating the slush. Give reasons that might induce you to print the article virtually as written.
4. Criticize items of social news appearing in country newspapers coming under your observation, and explain how they could be improved. Rewrite several that are gushing, making them conform to good newspaper usage.

CHAPTER XI

SPORTS

Sports News.—Amateur sports events in the community rank high in news value. Professional sports also provide news, but seldom will be encountered in smaller cities and towns. It is probable that sports news of purely local interest will be insufficient in volume to permit of departmentalization, and if this is so, sports should be covered as straight news matter and should be given such prominence as the importance of the various items justifies.

While formerly it was the practice among sports writers to employ a great deal of slang in their stories and to use expressions that were not readily understood by the average reader, the custom has been abandoned, and today sports is written in good English and in strictly newspaper style. A sports story, then, should contain a lead, setting forth what took place, and the result. Following the lead, should be an account of the event, and such details as the value of the story merits.

It is well, however, to exercise care to avoid over-writing athletic events, which easily can be given more space than they deserve.

What Is Sports News?—Sports news includes a large variety of athletic and recreational activities, requiring a degree of skill for participation therein, and influenced, to a certain extent, by a community's geographical location, its playgrounds and other facilities, and the local vogue.

The foremost American sport is baseball. Golf is second. Other sports include football, basketball, track, tennis,

pugilism, wrestling, polo, skiing, tobogganing, skating, dog-sled racing, dog racing, horse racing, yachting, rowing, swimming, automobile racing, horseshoe pitching, angling, trap shooting, archery, curling, bowling, and even chess and checkers.

Baseball.—Practically every town supports a baseball team, and its games constitute valuable news which should not be overlooked by the newspaper. The home town baseball team has a large local following, and interest in its performance is intense.

Accounts of baseball games often are written in detail, with emphasis placed upon outstanding plays. With important baseball games, a box score is run. Box scores are in tabular form, and require much more time to set in type than does a corresponding number of lines of straight matter. When a box score is printed, it should be set in 6-point type or smaller, and should appear at the end of the story of the game.

Specimen of box scores:

ALL STARS	AB	H	O	A	CUBS	AB	H	O	A
Bexton 1b	1	1	2	0	Sugi 3b	4	1	3	4
Sodeberg 1b	3	0	2	0	Vince 1b	3	1	5	0
Malkus 2b	5	3	2	2	Sullina c	4	1	8	0
Miller cf	5	4	2	0	Samey ss	5	3	2	4
Walker rf	4	0	2	0	Williams 2b	5	1	2	2
Kasold lf	4	3	3	0	Tiny lf	4	1	4	0
Snyder 3b	4	0	2	4	Caldwell cf	4	1	1	0
Rivera ss	4	2	3	4	Johnson rf	2	1	1	0
Easley c	4	3	7	2	Andino rf	2	1	1	0
Spradling p	3	1	2	1	Joel p	2	1	0	0
Totals	37	17	27	13	Totals	35	12	27	10

SCORE BY INNINGS

All Stars	0	0	1	0	0	0	0	2	3	—	6
Base hits	2	1	1	2	2	2	2	2	3	—	17
Cubs	0	0	0	0	0	0	2	2	1	—	5
Base hits	2	0	1	1	0	1	2	3	2	—	12

SUMMARY

Runs—All Stars, Bexton, 2; Miller, 2; Kasold, 1; Easley, 1; Cubs, Samey, 2; Williams, 1; Caldwell, 1; Joel, 1. Errors—Vince, Snyder. Struck out—By Spradling, 7; Joel, 7. Bases on balls—Off Spradling, 4; Joel, 3. Stolen bases—Sugi, Miller, Rivera. Two-base hits—Jackson. Sacrifice hits—Vince, 1; Bexton, 2.

It is well, also, to carry brief reports of baseball games by teams in neighboring towns that may be members of a league with which the local team is affiliated, and to print regularly during the season the standings of the teams in the league.

Specimen of standings:

Club	Won	Lost	Per Cent
Cubs	5	0	1.000
All Stars	4	1	.800
Beavers	3	2	.600
Tigers	2	3	.400
Indians	1	4	.200
Outlaws	0	5	.000

The percentage is determined by dividing the number of games won by the total number of games played by a team.

High School Athletics.—High school athletics comprise a considerable part of the sports of the community and are followed, not only by the youth, but by the elders as well. High school athletics include football, basketball for both boys and girls, baseball, and track events. If the paper is in a college town, college sports events should be covered thoroughly, for they have wide interest, not only in college circles, but in the town, and sometimes even in the state and nation.

Golf.—Golf, in recent years, has become extremely popular among both men and women throughout the United States. Even the smaller towns have golf courses. The game has exceptional appeal to business and professional men, because of its recreational value combined with true sportsmanship. News of local golf tournaments, with details of results, will be of interest to many readers.

Boxing.—Pugilism, or boxing, as the sport often is known, is legal in some states, and, in communities in which bouts take place, fight news requires ample newspaper coverage, for interest in fights is widespread and the contests draw large crowds. Wrestling also deserves attention.

Football and Basketball.—Interest in football is keen in the autumn, and the newspaper that would serve its readers must carry complete accounts of games in which local football teams participate.

Names of football players and summary should be arranged as follows:

Jamestown		Orangethorpe
Dover	le	Swanson
Thompson	lt	Odebolt
Smith	lg	Davis
Anderson	c	Stevenson
Richards	rg	Taylor
Mulford	rt	Berg
Elmer	re	Jones
Ross	q	Roberts
Herman	lh	Morgan
Brown	rh	Livermore
Peterson	f	Lively

SCORE BY QUARTERS

Jamestown	0	7	7	0—14
Orangethorpe	7	0	0	0— 7

Jamestown scoring: Touchdowns, Herman, Dover. Points from try after touchdown: Peterson, place-kick. Kick for point after second touchdown failed, but Jamestown given point when Orangethorpe offside.

Orangethorpe scoring: Touchdown, Swanson. Point for try after touchdown: Roberts, place-kick.

Substitutes: Jamestown—Lane, t; Brown, e; Johnson, g; Schwartz, hb; Griffith, hb; Reynolds, q; Stone, f; White, hb. Orangethorpe—Ritter, q; Henry, t; Roberts, hb; Jameson, hb; White, e; Earnshaw, g; Bradley, g; Whiteman, c.

Officials: Referee, Towner; umpire, Brooks; field judge, Lister, Elmer.

Basketball also is entitled to close attention by the local newspaper. Basketball is a popular game, especially during the winter, for it may be played indoors.

A typical basketball lineup:

Jamestown (72)		Orangethorpe (16)
Overman	rf	Swanson
Richards	lf	Taylor
Smith	c	Morgan
Elmer	rg	Davis
Needham	lg	Mercer

Field baskets—Overman, 14; Richards, 9; Smith, 9; Taylor, 3; Needham, 2; Elmer, 1; Swanson, 1. Foul baskets—Morgan, 3; Richards, 2; Swanson, 1. Substitute—Jones for Mercer. Referee—Thomas Logan. Umpire—Charles Eddington.

Commercialism in Athletics.—Commercialism is an evil which has crept into many forms of athletics. Athletics of a major and professional nature, principally baseball and prize-fighting, often are the sources of vast profit for their promoters. And the profits would not accrue were it not for the publicity which newspapers give gratuitously to these events, and the enthusiasm in the contests which they stimulate in their readers. The matter of newspapers refusing to aid in the promotion of money-making athletic contests often has been discussed, but apparently with no visible result, for the press continues to play into the hands of the promoters by liberal donations of space.

Of course, it also is necessary to charge admission to most amateur athletic events, in order to defray expenses, but organizations sponsoring local baseball, football, and basketball games, and similar athletic activities in smaller communities, function merely for the promotion of clean athletics in the community, and with no thought of profit. The local newspaper, therefore, should have no hesitancy about donating space for their welfare. It is only those who make a business out of athletics who profit immensely from free newspaper space.

Suggestions for Class Work

1. What attitude do you take as to the worth of local sports news in a country newspaper? Do you feel that interest in sports is confined only to schoolboys and college youths, or do you believe that most men and many women are interested in wholesome athletic contests? How extensively should a country newspaper deal with local sports?
2. Would you be content to let high school boys write high school sports news for your paper, or do you regard high school athletics of sufficient importance to be written by persons other than amateurs?
3. Do you believe that the editor of a country paper should go out of the way to cover, in person or by a capable representative, a baseball game in which his home town

team played, or would it be well enough to rely upon a few notes which some interested fan brought to the office?

4. Do you regard local golf as furnishing live copy for the paper, or should it be passed up or treated very lightly?
5. Should a newspaper refuse to give space to athletic events, simply because admission is charged at the gate and because they have a commercial aspect?

CHAPTER XII

PUBLICITY

What Is Publicity?—Publicity, as it pertains to a newspaper, is really advertising matter printed in the paper under the guise of news. It should be treated by the publisher as advertising, and a charge made for it at the regular advertising rate, and it should be plainly marked "advertisement." Publicity is calculated to favorably influence the public toward an individual, a group, a company, or a commodity. It has a monetary value to the beneficiary, yet he seeks it without cost.

Publicity often is carefully concealed in what purports to be genuine news matter submitted for publication, yet it easily is detected by the watchful editor, and, by all means, should be eliminated.

Certain corporations employ high-salaried writers, often former newspaper men, to prepare publicity material, which they hope to induce newspapers to print free of charge. That their efforts are successful in a large measure is evidenced by the fact that these concerns continue to retain their publicity departments as profitable adjuncts of their businesses.

Use of publicity, not labeled paid advertising, is unfair to the reader. Believing that he is reading news, he unconsciously will peruse a publicity story, or at least a part of it, whereas, if the same matter appeared in an advertisement, he would identify it immediately and pass it by, if he so desired.

The Growth of Publicity.—Publicity is an outgrowth of

the World War. Prior to the War, very little publicity appeared in newspapers. Rigid rules were enforced, distinguishing news from advertising. With the entry of the United States into the War, the government appealed to the newspapers for assistance in promoting America's part in the imbroglio, and the editors and publishers of the country responded most generously. They devoted untold columns in their publications gratuitously to the spread of government propaganda, calculated to assist the administration in the conduct of the War and to preserve the morale of the country. To the various Liberty loans and other patriotic enterprises, the newspapers responded with unprecedented liberality. In fact, in both news and editorial they opened wide their columns to governmental use. Soon the Red Cross, the Salvation Army, the Y. M. C. A., and other organizations in war work, sensing the value of newspaper assistance in spreading their messages to the public, sought and received unstinted coöperation from the press.

Accustomed to giving liberally of their space to patriotic endeavors, the newspapers, when the War ended, found it difficult to return to their former practice of a sharp distinction between news and advertising. A new era had been established for newspapers. It was the era of publicity, costly to the newspapers, both in cash and self-respect.

Seekers of Publicity—Business.—Enterprising business establishments, especially those of great magnitude, cognizant of the important rôle which the press had played during the war, decided that they, too, could benefit by cultivation of public good will through the newspapers. Even though they might have been willing to pay the cost of spreading their propaganda through the advertising columns, they were aware that, in that guise, its effect upon the readers would not be nearly so great as it would be were the same matter presented as news or editorial. And again, the cost would be trivial, if they could get into the

news columns, and the scope of their propaganda activities could be proportionately extended.

Consequently, publicity bureaus were set up, writers were employed, and "news matter" was submitted to the newspapers. Much of it was printed. Each "news item" or "feature story," from the pens of these propagandists, however, contained a joker or two—the special message intended for the public, and cunningly couched with a view to eluding the blue pencil of the hasty or indifferent editor.

Later, when many editors rejected propagandists' offerings, it became the policy of business concerns to tie up publicity with paid advertising, either requiring or requesting that a certain amount of publicity be run as news in conjunction with a contract for display advertising.

Automobile Publicity.—Perhaps the greatest demands made upon newspapers for publicity, in connection with advertising, come from automobile manufacturers and dealers. Each manufacturer has a publicity department, and sometimes the placing of advertising is contingent upon the publisher's agreement to run a certain amount of publicity.

Newspapers have dealt most kindly with the automobile people. Few publishers have the courage to say "no" to the avalanche of automotive publicity, fearing loss of advertising accounts. Larger papers even have gone so far as to publish regularly automobile sections, filled with many columns of motor car and accessory publicity appearing under the cloak of news. And, of course, they also carry automobile display advertising.

A certain amount of automobile news is legitimate. It is that which pertains to suggested tours, road conditions, motoring topics of general interest, and other matter that does not mention any individual make of motor car.

If the newspapers of the country would unite in refusing to print automobile propaganda, they soon could remedy

this branch of the publicity evil, for automobile manufacturers and dealers must get their message to the public through the press and they will not permanently discontinue newspaper advertising appropriations, even though the press declines their publicity effusions. It is interesting to note that the standard magazines carry an abundance of automobile advertising, yet they print not a line of publicity for their advertisers.

Theater Publicity.—Theaters depend largely upon publicity to interest the public in their productions. Dramatic criticisms long have been a feature of metropolitan newspapers, and are strictly legitimate, provided they are genuine criticisms and not merely laudatory reviews calculated to salve the theater management and induce further advertising orders. Theater propaganda, as it pertains to stage plays and motion pictures, however, should be rejected. The small newspaper will have little or no opportunity to indulge in dramatic criticism. Yet, it will be the recipient of publicity for local motion picture houses. Much grief will be saved by the newspaper making clear its position to motion picture exhibitors and refusing to print anything in the nature of theater advertising and publicity, except that for which advertising rates are received. And in the case of reading notices, they should be labeled as advertisements.

Home talent plays are produced either as benefits for charitable or semi-charitable causes, or for the stimulation of interest in dramatics. Newspapers should give them a reasonable amount of advance notice in the news, and a story following a play's production.

Chautauquas.—Chautauquas, which are nothing more than traveling vaudeville troupes often of mediocre ability, with a few lectures interspersed, attempt to impose on newspapers under the mask of community enterprise. On the contrary, they are merely business concerns, depending

upon and demanding guarantees from their local sponsors. The newspaper should receive space rates for chautauqua advertising of every nature.

Fairs and Celebrations.—Fairs, Fourth of July celebrations, rodeos, and the like, are strictly community events, sponsored by local business men for entertainment of the public and with no thought of profit. Frequently, they are operated at a loss. The newspaper will do well to accord them the fullest coöperation.

Circuses.—The circus will request publicity. And it will be a liberal advertiser and more liberal with complimentary tickets. The complimentary tickets should constitute no means of entry for circus publicity into the news columns. Yet, most newspapers regard the coming of a circus as news and give it liberal news space. There seems to be no getting away from it.

Real Estate.—Real estate concerns often will request publicity with their advertising. News of actual real estate transactions, building construction, and real estate development is legitimate and by all means should be carried. Propaganda for real estate brokers and subdividers should be frowned upon.

Public Utilities.—Public utilities, such as power and gas companies, railroads, telephone and telegraph companies, often seek newspaper space, through their public relations departments, with a view to cultivating the public good will. The advertising columns are open to them. They have the reputation of paying their bills promptly.

Retail Stores.—Retailers, as a class, constitute the greatest single source of newspaper advertising revenue, yet merchants seldom ask for publicity, camouflaged as news, for their establishments. They present virtually no publicity problem to the newspaper.

Class Organizations.—Class organizations, functioning for the advancement of a "cause"—political, religious, or

reformist—angle for newspaper publicity, and their offerings should be scrutinized carefully. These societies usually are handicapped by shortage of funds, compared with the magnitude of their programs, and are able to buy little or no advertising. They are generous with their handouts for the press, and the individuals directing them often profess inability to understand why newspapers do not become enthusiastic over the "cause" which they represent.

Individual Promotion.—Individual publicity seekers easily are identified by the editor. They become pests in a newspaper office, ever endeavoring to get their names into the paper. Frequently, they have an axe to grind. The way in which they should be handled varies with the individual. Here, tact and diplomacy will be required on the part of the editor, for they cannot always be directed to the advertising columns. But they must be held in check.

Suggestions for Class Work

1. Do you believe that an editor should admit propaganda, furnished by advertisers or others under the guise of news, to the columns of his newspaper? Is the use of publicity by the editor not unfair to the reader? Is he not breaking faith with the reader when he prints publicity?
2. Should automobile and other retail dealers' publicity be likened to general propaganda, or should the newspaper make an exception in these cases and print the offerings of heavy advertisers? What reason, other than strictly commercial, exists for printing automobile publicity? If automobile publicity is legitimate, does not the same hold true in the case of the butcher and the grocer and the hardware merchant?
3. What attitude would you take toward theater publicity, both the legitimate stage and motion pictures? Home talent plays? Chautauquas? Circuses? Fairs and celebrations? Explain fully the reasons governing your stand in each instance.
4. Outline the difference between genuine news and propaganda in connection with the real estate business.

5. Are public utilities entitled to free newspaper space, and if so under what circumstances?
6. Check several country newspapers for propaganda, singling out the more glaring publicity items and then those in which the propaganda element is carefully veiled.

CHAPTER XIII

COUNTRY CORRESPONDENCE

The Importance of Correspondence.—The importance of country correspondence to a country newspaper cannot be overestimated. Country correspondence is one of the essentials in the news service which the weekly paper owes to its readers, and the paper should strive thoroughly to cover the field of outlying districts by a network of correspondents, who ever are alert for news. No community in the county, if the newspaper is a publication that strives for county-wide circulation, should be neglected in the gathering of news, even though much of the news matter from isolated rural communities may be of a trivial nature.

The country paper will circulate in the smaller towns and rural communities of the county in which it is published, and therefore news from these places should be carried regularly in the paper.

No more effective way of retaining circulation in outlying communities can be developed than for the newspaper to recognize these places in the news. Items from the small towns and rural neighborhoods are of value and interest to their residents; also, they are of more or less general interest to readers throughout the county. For these reasons, country correspondence deserves an important place in the news that goes to make up a weekly paper.

Some of the most successful country papers, those which enjoy the largest circulations, owe their success to the fact that country correspondence has received careful attention from the publisher. It has been fostered and treated as news of genuine importance.

The Selection of Correspondents.—Perhaps the most difficult problem is the selection of a correspondent in each community who possesses the ability to do the work properly, and who, at the same time, will be sufficiently interested to keep up the work, once it is undertaken. Correspondents, through their lack of understanding of what constitutes news and how it should be written, are likely to be discouraged easily at the outset, when they see their efforts appear in a form different from that in which the news letter was written. Training of correspondents in the gathering and preparation of their copy, then, is a duty of the editor when he has found someone in a community who apparently has aptitude for the work.

Many newspapers have printed sets of instructions for correspondents, and these are furnished as guides in the preparation of the news. Correspondents should be impressed with the principles of accuracy and clarity required in news writing, and instructed that facetious matter be kept out of the weekly news letter. It is a failing of many country correspondents occasionally to attempt to make someone in the community the object of a newspaper joke.

Personal visits by the editor to the correspondents, and a thorough discussion of the news field and requirements of the paper, usually result in improvement of the service. Some editors call their correspondents into the office once a year, and, after acquainting them with newspaper routine and mechanical processes in a general way, adjourn to a picnic or some other form of entertainment, in which the newspaper pays all expenses. This plan is beneficial, for it permits correspondents to mingle together, to exchange ideas, to know more about how a newspaper is produced, and to learn the viewpoint of the editor in regard to news writing.

The necessity of the correspondent covering the outstanding news of the community represented should be empha-

sized, as well as the writing of personals and other brief items for the paper.

It must not be expected that the correspondent will be an expert either in gathering or writing news, and proper allowance must be made. But if the correspondent is chosen with care, and patience has been exercised in instruction in what is news and how to write it, satisfactory services usually will be forthcoming.

Who Make Good Correspondents?—Who make good correspondents? That is a question that can be answered only generally, for much more depends upon the factors of energy, enthusiasm and general education than on the position which the person occupies in the community. The correspondent who, through regular duties, is in daily contact with the public and in the midst of news would seem to be the best person to represent a newspaper, yet this is not always the case. Such an one may have no aptitude for the work. Clerks, ambitious youths, and housewives who are not too much occupied with domestic duties, make desirable correspondents in small communities, if they really become interested. Men who are engaged in business, or farmers, unless they possess an especial fondness for writing, probably will not bother with newspaper correspondence, for it involves much detail and requires considerable time. School teachers often make good correspondents. They are able to write fairly well and usually they are not partisans in the community. A drawback here, however, appears in the fact that the teacher remains in the community only during the school year of nine months, and it will be difficult to employ a person to serve during the vacation period. Also, teachers often remain in the community for only one school year. A clerk in a store, in a bank, or in the postoffice is in a position to gather small-town news readily, as is a real estate broker or a country lawyer, if either can be induced to take up the

work. Preachers do quite well as correspondents, if they are able to distinguish between news and religion and do not mix the two in their writings.

Compensation for Correspondents.—Some newspapers pay correspondents on space rates, that is, so much a column-inch or so much a column, for all matter printed, making payment at the end of the month. Others pay correspondents a flat rate by the month, depending on the value of each correspondent's services to the paper. Many newspapers do not pay their correspondents in cash, but appeal to their community pride and their desire to have their district regularly represented in the news. The newspaper is expected to furnish a free checking copy of the paper to the correspondent and also to provide stamped envelopes and copy paper. If payment is made on space rates, the correspondent should be instructed to clip all the news he writes, paste the clippings together, end to end, and at the close of the month forward the clippings to the newspaper for checking and payment. This accumulation of printed items is known as the correspondent's "string."

Nature of Correspondence.—Country correspondence, in a general way, should follow the local news appearing in the newspaper. In correspondence, as in the local items which the paper carries, names are very desirable. The more names the correspondent uses, the better. Correspondents should be impressed with the importance of keeping their news items up to date. Those in small towns in which a newspaper is published should be warned against the prevalent practice, in some localities, of waiting until the local paper is issued, and then rewriting its news for the paper which they represent. Also, correspondents should be cautioned against frequently using their own names or names of members of their families in their columns.

Forwarding of Copy.—The correspondent should be informed as to mail schedules and of the latest hour that

news letters may be deposited in his postoffice to insure their receipt by the paper in time for publication. It is important that a news letter from each community be printed every week, for readers will look for it, and will be disappointed if the letter fails to appear. The telephone should be used by correspondents in transmitting late news of importance to the paper. Especially outstanding news, no matter what time of the week it breaks, should be telephoned to the newspaper immediately, in order that the editor may give instructions on complete coverage of the story or make special arrangements for handling it.

Country correspondence requires careful editing. The editor should not hesitate to trim it and make it conform with the paper's style.

Handling of Correspondence.—Regular correspondence, including personals and other notes, may run under a standing head bearing the name of the town or community. This type of correspondence, if a special page is not provided for it, may be placed toward the bottom of the columns, leaving the tops for headed stories. Big news stories from correspondents should be handled like other big news, under a separate head, and be given the positions in the paper which their importance justifies. The story either may bear a date line, or it may be run as a local story without a date.

Suggestions for Class Work

1. Are you favorably impressed as to the value of correspondence in a country paper, or do you believe a paper can get along without news letters from outlying communities? Explain in detail your attitude toward country correspondence.
2. What type of person and of what occupation do you consider would make the best correspondent in a neighboring town for a paper? In a rural neighborhood?
3. Do you believe a correspondent should receive cash pay-

ment for his work? If so, how much? Do you deem it more satisfactory to pay a stipulated sum each month, or on a basis of the amount of correspondence printed? Do you think a correspondent would be induced to write for a paper gratis, in the spirit of community pride?

4. Criticize country correspondence in papers that come to your attention, pointing out how the correspondent could have improved the writing by proper instruction from the editor, and how the editor should have used the blue pencil less sparingly.
5. Edit the following correspondence, supplying data where missing:

FOUR CORNERS

Mr. and Mrs. Charles Dobbins moved to their new home in Riverdale this week. They surely will be missed in this community.

The chicken supper given by the Worth While class was quite a success.

There is a stir among the farmers' institute committee to get things in working shape for the coming event.

Mary, the 2-year-old daughter of Mr. and Mrs. Robert Johnson, has a severe burn on her head.

The sixteenth Mrs. Maud Smith entertained the Home Social club at her home. Twelve members and two visitors were present. A fine program. Refreshments.

Grandma Wilson of Smith's Prairie is spending a few days in the home of her son and wife here.

C. O. Homan is at this writing not feeling so good. Why? Because he hasn't his corn out yet. It's enough to cause a bad feeling to look at this snow and ice.

Four farm sales in this vicinity this week. Some retiring from the farm and some changing locations.

There are many cases of sickness.

Some are very light and some are not mentioned that way.

The elevator at Wilton changed hands this week and I will tell you its owner later.

I forgot to tell you last week, folks, we have a hard surface on No. 38 down here at Four Corners. It is so hard, and then a blanket of snow was put on it so walking would be nicer. It's sure nice here and at the Evergreen cemetery. If you call down that way, drop dead. My brother lives down by the creek. If you call there, drop in.

Fred Donovan went along with a shipment of hogs to the Chicago market Tuesday.

And now I sign off at 11:45 this cold night, till next week, with good wishes to all, good night.

CHAPTER XIV

AUXILIARY PRESS SERVICE

Supplementary Feature Materials.—Reading matter supplementary to the general news in a country paper is available to the editor and has its value in the makeup of his publication. This material, which is provided by syndicates, is sold to newspapers throughout the land. Much of it is adapted to country papers. It is furnished in various forms. It may be straight copy, which must be put in type in the newspaper office, or it may be in the form of plate, which does away with the necessity of setting up the matter in the office. A third form is the matrix, from which casts are made in the office. Besides straight reading matter, illustrations are available in plate and matrix form. One objection to use of matter set by syndicates is that the type face often does not correspond with that employed by the paper and is easily distinguished therefrom on the printed page. The appearance is not altogether pleasing, and besides enables the reader to at once determine the amount of reading matter in his paper that is of foreign origin.

Boiler Plate.—Boiler plate is syndicate press matter in the form of ready-to-print type plates, which fasten upon patent bases and may be immediately placed in the column. Boiler plate is cheap, is handy for filling open spaces when the volume of local matter in type runs short and the time comes to close the forms. If carefully selected, boiler plate is readable. It should be used only on inside pages, and then in limited quantities. It is especially valuable if a

larger volume of advertising than anticipated is accepted for an edition and, shortly before press time, necessity arises for increasing the size of the paper in order to accommodate the spurt of business. Boiler plate, then, can be used to fill open spaces when the time at disposal forbids the attempt to set additional news or local features. Boiler plate is the country editor's friend in time of need.

Only the right to the use of boiler plate is purchased from the concern providing it. When plate has been printed, it is returned by the publisher as scrap metal to the supply house.

Boiler plate never should be run in lieu of straight news, but as an auxiliary and emergency service. It may be had in a wide range of subjects, and at a price that is much lower than the cost to the publisher of hiring a similar amount of type set in his own plant, apart from the expense involved in preparing copy. Boiler plate may be cut in various lengths to meet requirements in makeup. The manufacturer furnishes the editor with page proofs of matter available in plate form, and the editor may order plates as he sees fit. Some of the subjects to be had are fiction, from one-column stories to serials, farm news, automobile news, women's pages, fashions, magazine pages, Sunday school lessons, news pictures, cartoons, comic strips, humor, short miscellany, and long miscellany.

Matrix Service.—Syndicate matter also may be had from various feature services in the form of papier-mâché matrices, which are sent by mail to the newspaper, and from which metal casts for printing purposes are made by use of a casting box in the newspaper office. Matrix service most often is purchased on a monthly basis. A package of news and pictures is received by the newspaper once or twice a week, and from the assortment the editor selects the material he desires. While some syndicates will sell certain features separately, others require that the

newspaper purchase the entire service. A large amount of high grade feature matter is available in "mat" form and is of much value to country papers. Sometimes, mats are furnished only for the illustrations accompanying the features, and it is necessary to set the type in the newspaper office. Again, other mats include illustrations and text.

Comic Strips.—Good comic strips in six-, seven- and eight-column widths are available to country newspapers from syndicates and have a pronounced reader appeal. If space is available, the country paper will do well to use comic strips regularly, provided that they are ably drawn and genuinely humorous.

Special Stories.—Special stories, written by persons whose names carry weight among readers, are used from time to time by newspapers. Such stories usually appear under what is known as a "by-line"—that is, the name of the writer. The by-line is set effectively in black-face capitals, or caps, as they are called in newspaper parlance, of the regular body type of the paper, with the *y* in *By* in lower case, as:

By ARTHUR E. JONES

If the identification of the writer is carried, the form should be:

By ARTHUR E. JONES
Secretary Chamber of Commerce

Ordinary news stories do not require by-lines, but it is not inappropriate to give a reporter a by-line if the story is extraordinarily well written and possesses outstanding news value.

Exchanges.—It is a policy among smaller newspapers to exchange papers with one another. From exchanges may be gleaned items of interest, which may be reprinted and credited to the paper, from which they were taken, re-

written and carried under date lines, or localized. Matter from exchanges makes desirable filler, if it has local interest.

Suggestions for Class Work

1. What are your views on the value of syndicate features in a country paper?
2. Are you of the opinion that a country paper should make free use of boiler plate, or do you think that it weakens a publication?
3. Examine a number of country papers for boiler plate and determine whether the matter has been selected with care, or used haphazardly and merely as filler. Do you believe it advisable for a country paper to attempt to eliminate boiler plate altogether?
4. Present detailed arguments for and against the use of boiler plate.
5. Discuss the value of matrix news and feature service to a country paper.
6. What is your view in regard to comic strips?

CHAPTER XV

PITFALLS TO AVOID

Eliminating Personal Opinion.—The newspaper story should neither express nor imply the personal opinion of reporter or editor in regard to its subject matter. Editorial opinion is set forth on the editorial page, but has no place in the news columns. Country newspaper usage should conform to this requirement. The news columns must be kept free from comment, must be untainted by prejudice, uninfluenced by the personal attitude of the reporter or editor toward events. The public reads the news columns for facts, not for the editor's pet views. Not only should the story be without bias, but, if the subject is of a controversial nature, both sides should be accorded fair treatment in the news report.

For instance, a newspaper may be Republican in politics. Its editorial columns will uphold the Republican cause. But if, during a political campaign, a Democratic speaker should deliver an address in the town, it will be the newspaper's duty to report the speech fairly and at reasonable length. The newspaper is obligated to its readers to present an uncolored report of all matters of public concern, and surely a political campaign is a public affair. Newspaper readers include persons of all shades of political belief, from the extremely radical to the ultra-conservative. The obligation of the newspaper to its readers, then, is to print the high lights of a political address delivered by a campaign speaker in the community. If the editor desires to comment either favorably or adversely upon the speech, he is at

liberty to do so on the editorial page. The public will recognize and appreciate a spirit of fairness in such matters.

Editorial Impressions.—Closely allied with editorial opinion, which is barred from news reports, is the frequent tendency to include in news stories impressions, sometimes thoughtlessly, yet improperly. The expression, "a beautiful picture," should not be used. The term, "a picture," is proper. A picture may appear beautiful to one person, ugly to another. Reference to "a large picture," however, is permissible. Describing a lecture as "interesting," or a sermon as "inspiring," also constitutes an expression of opinion. The lecture may be interesting to some, while it will bore others. Use of the term, "a just decision," is out of place in a court story. While courts are presumed to administer justice impartially, the person who is adversely affected by the decision, and his supporters in the cause, in view of the attitude which they have taken, hardly can be expected to regard the decision as altogether just. It is not for the newspaper, in reporting a trial, to comment on the decision as being "proper," "just," "harsh," "unequitable," or "severe."

Liberal use of adjectives should be studiously avoided in all news stories. Unless they appear in quotations, either direct or indirect, it is well to omit the adjectives in such expressions as "charming bride," "happy couple," "delightful party," "generous contribution," "dainty refreshments," "enjoyable entertainment," "lovely hostess," "brilliant orator," "happy event," and other similar terms. Not only do they editorialize, but they are slushy. Likewise, the writer of news should avoid "heinous crime," "brutal murder," "bloody slaying," "clever forger," "bold burglar," "vigilant police," "able official," "smart lawyer," and many, many others of similar nature. All are debatable descriptions and are expressions of the reporter's opinion, unless they can be employed in such form as to make it clear to

the reader that they are not the views of the reporter, but of others who assume responsibility for the story or a part of it.

The Impersonal Attitude.—The newspaper story, to be in correct form, must be written with complete impersonality. Reporting in the first person is taboo. The editorial "we," in quite general use in a former day, is in extremely poor taste and virtually has been eliminated from newspaper writing in the news and editorial columns. The terms, "the writer," "the author," "the editor," "ye editor," "the editorial pen," "our," "us" and "ourselves," in an editorial sense, happily have fallen into discard. The newspaper man who permits them to creep into his paper is vain, careless, or ignorant.

Good Taste.—Stories printed in newspapers should be in good taste. The vulgar should be eliminated. Of course, occasions will arise when it is necessary to print stories involving unsavory subjects, for newspapers deal with life and the frailties of life, as well as with that which is noble and commendable. But the story can be told in language that will not be offensive. Some newspapers, unfortunately, revel in matter that is indecent. Their policy is inexcusable. The story can be told without resorting to language that borders on obscenity. Particularly with respect to crime news, do situations of this character arise. Many newspapers require that the term, "statutory offense," be employed in place of a more precise description with reference to certain crimes. Whether it is desirable to specify the crime with which a defendant is charged, if it is one involving lewdness, of course must be determined by the individual editor, weighing the circumstances surrounding the case. Probably, in a report of an arrest or a trial, the public prefers that the editor refer to a charge by its true designation rather than by the general term, "statutory offense," which covers a wide range of subjects. Technically,

it covers any act forbidden by statute. In generally accepted usage, it includes misdemeanors and crimes having to do with lasciviousness. The public is entitled to know the charge lodged against a defendant and should not be required to speculate on it. But the story can be written decently.

Respect for Individuals.—Holding up individuals to ridicule seldom if ever is justified. The mistakes in grammar and spelling in a letter, written for publication in a newspaper, by a man or woman of meager education, should be corrected before the letter appears in print. Deliberate exposure of ignorance on the part of another is contemptible.

Many newspapers gloat over an unguarded expression or typographical error appearing in another newspaper, and hasten to reprint and credit it, usually with sharp comment. It may be a good joke for the time being, but it is well to remember that the tables soon may be reversed, for errors creep into all newspapers and the jokester, himself, may be the next victim. He who pokes fun at a contemporary paper has no reason to complain if he becomes the object of another's thrust under similar circumstances.

Practical Jokes.—Newspaper men sometimes have a mistaken idea of humor, and make an individual the subject of a newspaper joke. While a certain element of the public may laugh at the joke, it usually is not funny for the victim, although he may pretend to take no offense at the item. Poking fun at a person through a newspaper, no matter how good natured in tone, is undignified and often crude.

Sometimes, readers will endeavor to perpetrate a newspaper joke, to which the editor becomes an innocent party. An unsigned communication, which purports to be a legitimate news item, is received, telling, perhaps, of a marriage or a birth. Investigation will disclose that the report is false and calculated to embarrass someone. Verification,

through reputable sources, of reports thus received will safeguard against printing material, use of which would be extremely regrettable. Sometimes, the false information will be given by telephone, and the informant will declare himself to be another person. Whenever doubt exists as to the authenticity of a story, the data should be carefully checked in the interests of safety.

Anonymous Communications.—Every newspaper receives letters from persons who fail to sign their names. They have what they regard as a proper reason for failure to disclose their identity. As a rule, editors ignore anonymous communications. At least, they should not be printed. However, tips on what have proven to be exceptionally big newspaper stories first have been received in anonymous letters or telephone calls and, where it is possible that a real story is behind the tip, it is well to investigate the matter promptly and thoroughly, yet quietly.

A person may write a letter for publication, and disclose his identity to the newspaper, yet request that his name not appear in print in connection with the letter. Use of such communication, signed "A Subscriber," "A Reader," or the like, is legitimate. However, an unsigned communication bears but a small fraction of the weight of one in which the name of the writer appears. By no means should the practice of omitting a signature from a printed communication be encouraged.

Spelling of Names.—Aside from typographical errors, the most errors in spelling in newspapers occur with reference to names of persons. Especial pains, therefore, are required to insure that proper names be correctly spelled. A reader is irritated when he sees his name improperly spelled in a newspaper. His estimation of the paper instantly takes a slight decline. Even the most carefully edited newspapers are offenders in the spelling of names of persons not frequently mentioned in the public prints. Too much care

cannot be employed in insuring that names are correctly spelled and that errors are not made in initials of persons.

A Consistent Editorial Policy.—In order that a newspaper may command the confidence, respect, and recognition of its readers, it is essential that it religiously maintain consistency in its editorial policy. A vacillating policy is necessarily that of a "weak-kneed" editor. It is not mandatory upon a newspaper to take a definite editorial stand on all problems of the day, even as they affect the immediate community. In fact, it is not the part of journalistic wisdom to comment by wholesale, merely for the sake of expressing an opinion. When a vigorous stand is taken editorially, it should be unwavering to the end, unless, perchance, the newspaper should find itself in the wrong, when judgment would dictate that the situation be handled as gracefully and diplomatically as possible, until a way out of a difficult situation is found. It is advisable, however, not to launch an editorial campaign unless the editor firmly believes that he is in the right and has good reason to conclude that benefit to the public will accrue from the position he has taken.

In editorial comments of a stirring nature, consistency in policy, nevertheless, should be carefully preserved. A paper that lacks consistency lacks character, and character is paramount in every worth-while newspaper. The character that a newspaper reflects is that of the man directing its policy. Editors who are habitually spineless are failures in their profession. They may make money, but they do not earn for themselves or their papers outstanding places in journalism. And they do not adequately fulfill their duty to the public. An editor who is belligerent—ever looking for trouble—surely will not be disappointed. He, too, does not constitute the highest type of newspaper man. But the editor who is firm in policy, determinedly in the right, and unshaken by popular frenzy, will find his inheritance great,

for he who maintains a steady equilibrium becomes more firmly anchored to the rock of public faith and trust as the years go by. He automatically becomes a leader, and to lead a community to a higher and more intelligent plane of action, toward better living and greater happiness, surely is a mission that is worth accomplishing. It is the result of applying a consistent and intelligent newspaper policy, with the thought of unswerving loyalty and genuine public service ever in mind.

Omission of Facts.—Occasions will arise when it is advisable to refrain from publishing certain items of news. Reasons for omissions will be as varied as the items omitted. The newspaper publisher who asserts that nothing in the way of news is kept out of his paper tells an untruth. It is not the part of good journalism to establish a policy of frequent omissions, whenever requested. Neither is it characteristic of good journalistic practice to print every item of news that develops. On matters of omissions, the individual editor must be the judge. He must pass on the merit or lack of merit of the specific point in question. If he believes that the public interest would be served better by suppressing a certain item of news (provided, of course, that the news is not of great importance), he would be justified in authorizing the omission. It is exceedingly difficult, sometimes, to reach a decision, for delicate questions are presented.

Often, efforts are made to conceal the true story by printing a misstatement as a fact. Such action is intolerable. No newspaper man, worthy of the name, will deliberately falsify a story, in order to cover up the facts. An example is cited in the case of a suicide, reported as accidental or natural death. No story should be misstated. If a reason of sufficient validity exists for not printing the facts, the story should be omitted, or touched lightly, but never falsified, no matter what the circumstances may be. No situation

justifies a newspaper printing a deliberate lie. Also, it is not advisable to permit the impression to gain currency that legitimate news is suppressed.

Hush Money.—Neither money nor any other valuable consideration ever should be accepted for refraining from printing news. If it is deemed advisable to ignore an item, the decision never should be based upon financial reward or thought of possible remuneration. Acceptance by a publisher of what is known as "hush money," not only is strictly unethical, but is unwise from every point of view. A story should not be suppressed merely because it adversely affects an advertiser, or some other patron of the paper, who might be inclined to withdraw his support from the paper if the story were run. The patronage may be lost temporarily, but eventually it will return. However, most papers, including large and powerful publications, give thoughtful consideration to the possibility of alienating big advertising accounts. Strictly speaking, a story should be printed, if it is legitimate news and of sufficient importance to warrant publication. Circumstances surrounding the individual matter must govern the editor's decision, if he has reason to question the advisability of running the story. Advertisers should never be permitted to acquire the idea that they are running the paper or dictating its policy. An assertion by the publisher of strict independence in the news and editorial columns may mean a temporary, but not permanent, financial loss.

Purchase of Support.—Individuals sometimes attempt to purchase a newspaper's editorial support, or, through tendering money, try to induce the editor to print, under the guise of news, articles of promotion for persons, political parties, or business concerns. Upright editors hold in contempt those who endeavor to purchase editorial preferment. Some editors, of course, yield to the temptation. The monetary remuneration, however, is trivial, compared to the

editor's sacrifice in loss of honor, his casting of ideals to the four winds, and his guilty knowledge that he has betrayed his readers for a mess of pottage.

The belief often prevails that editors are more prone to accept tainted money than actually is the case. It is a fact that editorial and news support very seldom is acquired by purchase. Politicians probably are the chief offenders among those who, for a financial consideration, would buy editorial favoritism, and certain types of business concerns, usually those engaged in shady dealings, with operations coming just within the law, are next in line. The motives of both, in their desire for newspaper assistance in plying their trades, readily are apparent. To the credit of newspaper editors and publishers, be it said that the rascals usually are sent on their way immediately, once they broach the nefarious subject they have in mind.

Acceptance of money for editorial support is dangerous. Aside from the feeling of lack of self-respect which would permeate the editor who so debased his profession, financial transactions in connection with newspaper favor, presumed to be secret, often leak out, and the reaction against the newspaper is damaging.

Blackmail.—Unfortunately for those who ever strive to maintain journalistic standards on a high level, publishers at times stoop to what is nothing more than a type of blackmail. The practice is operated in various ways in the conduct of a paper. One method consists of preparing a story on an individual, reflecting possibly on personal or business shortcomings, and then permitting the victim to learn that the story is in the hands of the newspaper and is about to be printed. The story, of course, is suppressed for a consideration.

A milder form of blackmail is developed through printing attacks on an individual, firm, or corporation, and continuing with the articles until the victim deems it expedient

to sign an advertising contract, or otherwise grease the palm of the publisher, when, of course, the tirade ceases.

A third general type of extortion that borders on blackmail, but does not actually constitute such, appears in the practice of ignoring genuine news pertaining to an individual or firm not patronizing the newspaper's advertising columns, and at the same time making much ado, in a news or editorial way, about others who are rated as "good advertisers" or who, in some manner, contribute to the material well-being of the paper. And then, in case the person or firm ignored should become liberal financially toward the newspaper, the forbidden name is taken off the black list, and nominal or extended news treatment is given the erstwhile nonentity, as the occasion may require, and the volume of patronage dictate.

It is needless to emphasize the ignominy attached to the practice of blackmail, actual or implied.

The Anti-Lottery Law.—United States postal laws prohibit mention of lotteries, either directly or indirectly, in any matter that passes through the mails.[1] The anti-lottery regulations apply to newspapers which are circulated through the mails. The law particularly pertains to raffles, which constitute a favorite method of raising funds in many communities for charitable or semi-charitable institutions, as well as for private gain. Lodges, fair associations, and even church societies promote lotteries to replenish their treasuries, often offering an automobile as the capital prize. The promoters are not readily convinced why newspapers not only refuse to mention forthcoming lotteries, or their results after they have been concluded, but also reject paid advertising pertaining to the drawing.

The law prohibiting circulation through the mails of matter relating to lotteries is strict, and postal authorities

[1] *Postal Laws and Regulations of the United States of America,* Sections 473, 562.

are determined to enforce it, not so much through prosecution of casual offenders among newspaper men who unwittingly mention a drawing in their publications, but by stern reprimands and insistence that the offense be not repeated. Reference to lotteries in a newspaper is a flagrant violation of the postal regulations, lays the offender open to prosecution, renders the edition in which a lottery notice appears ineligible to circulation through the United States mails, and may imperil the paper's second-class mailing privilege. It is a big chance that the publisher takes with the government in mentioning a lottery, for the small amount of revenue which will be derived from the advertisement or for the sake of assisting a committee representing a charitable organization.

Coming under the general classification of lotteries are raffles, in which chances on a prize are sold for cash, and a drawing is held to determine the winner of a prize; so-called "country stores," operated in conjunction with paid admissions to theaters or other entertainments; drawings of numbered tickets which have been given to purchasers of merchandise, with the awarding of a premium to the holder of a certain number; fortune wheels, and, in fact, enterprises in which the element of chance determines the winner of something of value, no matter whether the participant in the enterprise has paid cash for his right to participate in the drawing, or has received the lottery ticket at the time of the purchase of merchandise, of a theater ticket, or through some other subterfuge, by which an attempt is made to side-step the anti-lottery law.

The printing in a newspaper of a picture of an automobile for which a drawing is to be held, with a statement to the effect that the car is to be "given away," constitutes violation of the postal law, as does mention of the affair country store will be a feature at the Strand theater Saturafter the drawing has taken place. The statement, "A

day night," is a clear-cut violation of the lottery provisions, for it advertises a drawing which is to take place. Likewise, the editor trespasses upon the law when he prints: "Mrs. Richard Jackson received the quilt at the meeting of the Ladies' Aid society Thursday," if it is a fact that the quilt was awarded by means of a drawing. The editor need not have mentioned that a drawing was held, in order to violate the law. If a drawing actually took place, he has made himself liable simply by mentioning the result.

Newspapers sometimes avoid the anti-lottery provision of the postal law by printing two editions, one for distribution to subscribers in the city by private carrier, and the other for circulation through the mails. In this way, they are enabled to print in the city edition advertisements of stores and theaters featuring lotteries to attract customers, while the matter to which the government objects is not permitted to appear in those papers sent through the mails. This course, however, will not obviate liability in case of state laws prohibiting advertising of lotteries.

Premiums awarded in games of skill do not come under the lottery law. The story of a marksman who shatters the most clay pigeons at a bird shoot and is awarded a prize for his skill, may be safely printed, as also may the story of the winner in any competitive game. In the story of a card party, a list of prize winners may be printed without objection, even though an admission fee is charged to the party, for while the element of chance technically enters into the dealing of the cards to the players, it is skill in playing the cards that determines the winner.

Suggestions for Class Work

1. Do you believe that, in the presentation of news, a country paper should "hew to the line, let the chips fall where they may," or are omissions of news matter desirable under certain circumstances?

2. What is your idea of the printing of a false statement in order to cover up the facts of a story? Do you believe it is better to say that "Mrs. A has returned from a month's visit to relatives in Chicago," when, as a matter of fact, it is common gossip about the town that Mrs. A left her husband and ran away with another man, only to tire of him, repent, and return home? Does it improve the situation for the newspaper to alibi for Mrs. A? If it is not advisable to print the facts, inasmuch as no formal charges were filed by the husband against Mrs. A, would it not be better for the newspaper to ignore the matter altogether?
3. Would you, as publisher of a country newspaper, feel justified in accepting $1,000 cash from a politician in return for editorial support during a campaign, provided you had every reason to believe that word of your acceptance of the money would not reach the public? Would it be proper to accept $500 from a corporation to remain silent regarding plans of the corporation to acquire advantageously a tract of land for business purposes when, if it were known that the corporation were in the market for the land, the price would be boosted to an excessive figure?
4. What do you think of the idea of an editor going to a prominent non-advertiser and attempting to play openly or covertly upon his fear of unpleasant personal publicity in order to induce him to sign an advertising contract?
5. Do you believe that it is good policy for a newspaper to refrain from printing legitimate news about non-advertisers and members of their families in retaliation for lack of advertising patronage? Is it advisable to maintain a newspaper "black list" in order to whip into line those who do not patronize the paper?
6. Discuss the following stories, pointing out their weak spots, and then rewrite them in presentable form:

> W. C. White, Democratic nominee for governor, addressed a gathering of local Bourbons and a sprinkling of curiosity-seekers at the opera house last night. The would-be governor of this great commonwealth attempted to becloud the

major issues of the campaign by casting an oratorical spell over his audience.

He dealt in falsehoods regarding the conduct of the state highway department, which has been built to its present high state of efficiency by Gov. F. O. Jones, the Republican, who seeks reelection. He said that inmates of the state hospital for insane are not receiving proper care. This charge, which has been made elsewhere by "Governor" White, has been successfully refuted by members of the administration.

His pet schemes for reducing taxes came in for a good share of the talk, but he failed to explain satisfactorily how he could run the state on much less than has been expended during the administration of Governor Jones. White's ideas may look all right on paper, and may have an appeal to an audience, but they won't work in practice. At any rate, judging from reports received from many parts of the state, White won't have the opportunity to put them in force.

Outstanding among the late winter social events was that of Monday afternoon when Mrs. A. S. Black, a prominent society leader of this city, entertained. In response to invitations, 40 matrons gathered at the Bijou theater, where the hostess for the afternoon gracefully received them. For the pleasure of her guests, Mrs. Black had arranged a matinee, and, while soft music floated on the atmosphere, one of the popular movie plays of the day was unfurled upon the screen.

Following the matinee, the guests were requested to go to the Golden Eagle, where they were seated at two long tables most tastefully decorated with fragrant carnations and winter ferns in tall crystal vases. A most delicious luncheon was served in two courses, after

which the guests showered the hostess with compliments and expressions of deep pleasure, voting the occasion one of the most enjoyable of the whole winter's entertainments.

We are glad the postoffice fight has been settled. From the list of eligibles, under the civil service law, which, by the way, is more or less of a farce, Congressman C. C. Thomas has seen fit to recommend our fellow-citizen, Robert Waters, and the president has appointed him postmaster. There had been quite a contest for the office, and we sincerely hope, now that the matter has been decided, that the hard feeling that developed in the community over the matter will subside. Rob will make a good postmaster.

Miss Dorothy Jones, of Riverton, who has been administering to the thirsts of the residents of Georgetown at the Sweet shop for the past couple of months, has returned to her home to take up her studies when the schools open for the fall term.

This has been a wonderful vacation for Miss Jones, and one that she will remember for the rest of her life. While here, she formed many fast friendships and also formed a desire to return just as soon as her school term ends, and resume her labors.

Miss Jones is a charming young lady and, in conjunction with Miss Alice Choler, the public could not have possibly been served better nor by two prettier young people than in the present case.

With Miss Jones' departure also went the heart of one of our young men, who can be seen wandering aimlessly about with a faraway look in his eyes. The

same bright sunshine which favors Georgetown is no longer appreciated, for

"Love rules the court, the camp, the grove.
And men below, and saints above,
For love is heaven and heaven is love."
—Scott.

CHAPTER XVI

LIBEL

What Is Libel?—Of all the perils confronting a newspaper, that of libel probably is the greatest. A libel is a malicious publication, expressed either in printing or writing, or by signs and pictures, tending either to blacken the memory of one who is dead [1] or the reputation of one who is alive and to expose him to public hatred, contempt, or ridicule.[2]

In preparation of articles or editorials of a vituperative nature, extraordinary precautions usually are taken against libel. The wise publisher will submit the manuscript to one or more capable attorneys for their opinions, corrections, and changes, in order to avoid libel, before the article is put in type. Then the proof is read carefully and revised, and perhaps further changes in the text are made prior to publication of the matter. Stories or editorials that contain statements that are libelous or border on libel are said, in newspaper parlance, to contain "dynamite." In other words they are dangerous.

It is rare that a legal action for libel is filed against a newspaper as a result of publication of a carefully prepared attack, for, by reason of the extraordinary precaution employed by the writer in the wording of his composition, the

[1] While defamation of the dead may authorize criminal prosecution, as a practical proposition no civil liability ensues because there is no one who is injured thereby. (16 California Jurisprudence 28; 37 Corpus Juris 11)—Justice Raymond L. Givens.

[2] 36 Corpus Juris 1143; 16 California Jurisprudence 25; 17 Ruling Case Law 262.

editor in editing it, and the attorney in his scrutiny of the material, all "dynamite" usually has been removed.

Classes of Libel.—Libel is divided into two classes, civil and criminal.[3] Civil libel against a person is a tort and therefore is a ground for damages. Malice on the part of a newspaper in publication of a libelous article need not be shown.[4] In a civil action for libel, it is the duty of the jury to determine whether the plaintiff has been libeled and to fix the amount of damages that he is entitled to receive from the newspaper as compensation for the injury the damaging article has caused him.

When proof of a libel has been established, and a poor defense made, a jury would be justified in awarding substantial damages. On the other hand, if a libel were proved, but little actual damage shown, the jury would be justified in awarding only nominal damages. Also, if the defendant made a strong showing, then the jury would no doubt be induced to render a small verdict.[5] Nominal damages may

[3] 36 Corpus Juris 1145; 17 R.C.L. 460; 16 Cal. Jur. 27, 163.

[4] Speaking of malice, there has arisen considerable confusion with regard to this word and its application to libel. If the libelous words are defamatory per se or prima facie libelous, that is sufficient to constitute a cause of action, even though the article were published in good faith. (17 R.C.L. 322; 36 Corpus Juris 1215) That is known as malice in law. If, however, one recklessly or intentionally states that which is not true and with intent to injure, the situation is different. (36 Corpus Juris 1217; 16 Cal. Jur. 33) That is known as malice in fact. (16 Cal. Jur. 35)—Justice Givens.

[5] There are two kinds of damages, actual or compensatory (37 Corpus Juris 114, 124; 17 R.C.L. 430, 441; 16 Cal. Jur. 127, 134), and exemplary or punitive. Actual or compensatory are supposed to be those which the plaintiff has actually suffered and are meant to compensate him for his actual loss, great or small, according to the circumstances of each case. If the plaintiff made a strong case and the defendant a weak one, the damages would be larger, and so on down through the various degrees of proof, pro and con. Punitive damages are assessed against the defendant for the purpose of punishing the defendant. They are sometimes known as "smart money" and are in the nature of a fine and go

be fixed at a few cents or a dollar. Again, verdicts may be for several hundred dollars or for thousands, often for excessive amounts.

While jurors are sworn and instructed to be guided in reaching their verdict solely by the law and the evidence in the case, it no doubt is true that, all things being equal, the average juror who is required to make a decision between a plaintiff in a libel action and a newspaper will favor the plaintiff. It may be taken for granted that the average juryman (or woman) somewhere, some time, has had cause to feel aggrieved at a newspaper story. The sympathy of the juror, then, may lean toward the person seeking balm for hurts, real or imaginary, received at the hands of the newspaper.

The second type of libel, criminal libel, is based on the injury done to society or the state,[6] or injury likely to be done by the offending article, and is indictable under common law. While the common law does not regard truth as a defense in criminal libel, most states regard it as such, in certain instances.[7]

Innocent Stories Are Sometimes Libelous.—Libel usually creeps into a newspaper where it is least expected. Suits for damages result, and costly defense by the newspaper is required, in addition to the probable payment of a judgment if a settlement has not been reached before the case goes to trial. News stories printed innocently enough and with no thought of injury on the part of an editor toward the offended person often form the bases of libel suits.

A newspaper printed a short story about a city fireman having been escorted as a visitor through a penitentiary.

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to the individual, although not imposed by the state. Punitive damages, generally speaking, may be allowed only when there is actual malice. (37 Corpus Juris 125; 17 R.C.L. 443; 16 Cal. Jur. 134)—Justice Givens.

[6] 37 Corpus Juris 138; 16 Cal. Jur. 163.

[7] 37 Corpus Juris 142; 16 Cal. Jur. 169; 17 R.C.L. 466.

The fireman informed a reporter that, while at the prison, he had seen there John Doe, a convict and a former resident of the community in which the paper was published. John Doe, according to the fireman, had been convicted of a crime in another county and had been sentenced to prison. It developed that the John Doe mentioned was not in the penitentiary and had not been convicted of a crime. It was a case of mistaken identity on the part of the fireman. Neither the fireman nor the newspaper was prompted by malice. John Doe sued the newspaper. Although a correction was printed immediately the mistake was discovered, settlement was effected by the newspaper with John Doe for several hundred dollars rather than permit the case to go to trial.

Ruth Roe sued Richard Roe, a laborer, for divorce. Richard Roe was the nephew of another Richard Roe, a merchant, whose wife's name was Bertha Roe. All resided in the same community. The reporter, reading the divorce complaint and knowing only Richard Roe, the merchant, assumed that Ruth Roe was his wife and wrote a story reciting that Ruth Roe had sued her husband, Richard Roe, for divorce. The story specified that it was Richard Roe, the merchant, who was defendant in the divorce action. The story was printed. The paper had little more than been placed in the mails when friends of the editor informed him of his error. Had the paper not specified that it was Richard Roe, *the merchant*, who had been sued, there would have been no "dynamite" in the story. But since he was erroneously identified as the defendant, Richard Roe, the merchant, had grounds for libel.

A letter immediately was dispatched to Richard Roe, the merchant, explaining the mistake, informing him of the editor's regret for the error, and submitting the copy of a story it was proposed to print in a subsequent issue of the paper, correcting the error. Richard Roe, the merchant,

being of a fair turn of mind, made a minor change in the copy, attached a note saying that publication of the correction would be satisfactory, and returned the letter. The correction was printed and the letter filed for future use, if necessary. Happily, what might have been a costly libel suit was averted.

Shyster Lawyers.—Lawyers of a certain type, known as shysters, make a part of their business the reading of newspapers to detect libelous statement. A shyster will find buried in an inconspicuous place in the paper a line that possibly constitutes grounds for libel. He will call upon the person mentioned, inform him that his reputation has been greatly damaged by the publication, and impress upon him that he has grounds for heavy damages against the publisher of the paper, who is amply able to pay and who should be made to compensate the injured person for the scorn and ridicule that has been heaped upon him by the public.

The shyster, having nothing to lose, agrees to take the case on a contingent basis, probably one-third or one-half of the damages awarded the plaintiff. The complaint is drawn, signed by the plaintiff, and the suit is filed. The shyster may have grounds for action. Again he may not. At any rate, he bursts into court and makes a hard fight for his client, ever remembering the fees he possibly may receive as his share of the damages fixed by the jury, and the notoriety he gains.

It is the practice of persons bringing suit for libel to claim excessive damages, anticipating that, if a verdict is returned against the newspaper, the jury will fix the damages at a much lower figure than the amount sought. Their hopes of recovery are for a much less sum than that set forth in the complaint.

Truth as a Defense.—Truth of a statement of which complaint is made generally is regarded as a complete defense

in the civil libel.[8] The burden of proof rests with the defendant newspaper,[9] but if it can be shown in court that the facts are substantially in accordance with the claims made in the newspaper article that formed the basis of the libel action, the suit in all likelihood will collapse.

Although the facts may be such as to substantiate the story, if they can be unearthed, difficulty often is encountered in establishing proof when the case gets into court. Witnesses become recalcitrant, sources upon which dependence is placed for information fail, and what is regarded as evidence proves to be mere hearsay and is inadmissible.

Many persons are eager to provide a newspaper with information on a certain subject, yet when the information is used for a newspaper article that develops a libel suit for the publisher these same persons are found to have exceedingly faulty memories, or to have been given to exaggeration or a liberal use of their imagination in regard to what purported to be facts. In such cases the newspaper has little on which to base its defense. Great care, therefore, should be employed by the newspaper in printing matter of a dangerous nature without knowing that the source of the material used is reliable. In such circumstances, what purport to be facts in the case should be carefully checked. While the informant may not deliberately intend to mislead a newspaper, he may do so purely from ignorance, lack of a sense of the importance of detail and strict accuracy, or unfamiliarity with his subject. In some states it is a misdemeanor for a person knowingly and willfully to transmit in any manner false information to a newspaper.[10]

Publication of a retraction, generally speaking, does not relieve a newspaper from liability for libel, but it may

[8] 36 Corpus Juris 1231; 16 Cal. Jur. 60; 17 R.C.L. 325.

[9] 37 Corpus Juris 85; 17 R.C.L. 420; 16 Cal. Jur. 101.

[10] Section 6319, subd. 7, Page's Annotated Ohio General Code, 1926; sec. 4229, North Carolina Code of 1927, Annotated; sec. 4427a, Virginia Code of 1924, Annotated.

tend toward mitigation of damages awarded.[11] Mere approval by a person damaged of a retraction printed by the paper does not dispose of the matter, unless a release in writing has been given to the newspaper by the person libeled. A retraction should be full and complete, and should be as prominently displayed as was the offending article.

The owner, publisher, manager, and editor of the paper, and the person who has written the libelous article, can be made jointly or severally responsible for the publication.[12] Those in executive positions on the paper can be held responsible for a libel, even though the article was printed without their knowledge. Usually it is the owner of the newspaper who is made the defendant in the case, for upon him rests the responsibility for the publication in the last instance, and perhaps the likelihood of recovering damages from him would be greater than if judgment were returned against the reporter who wrote the story.

Libel also may be found in advertisements, and the publisher of the newspaper, as well as the advertiser, may be made a defendant in a damage action. It therefore behooves the publisher and the advertising department to inspect advertisements for possible libel.

There is no defense to the willful publication of a libel.[13]

Privileged Matter.—Proceedings in a court of record, in the state legislature, city council, or any other governmental body, are privileged.[14] Newspapers may quote with immunity from public proceedings, directly or, for that matter, indirectly, so long as the newspaper accounts are fair, do not alter the sense of the report, or mislead the reader. A fair synopsis of proceedings before federal, state, or municipal legislative or executive bodies or courts, may

[11] 37 Corpus Juris 123; 16 Cal. Jur. 142; 17 R.C.L. 327, 448.
[12] 37 Corpus Juris 14; 17 R.C.L. 384.
[13] 36 Corpus Juris 1217; 16 Cal. Jur. 68.
[14] 36 Corpus Juris 1139, 1273; 17 R.C.L. 344; 16 Cal. Jur. 63.

be safely printed, as may a summary of any bill, resolution, law, ordinance, petition, or other document filed or issued at a hearing or proceeding of such public bodies.

In publication of court proceedings, however, the newspaper is not permitted to use matter expressly forbidden by the court or statute to be printed, or matter that is obscene.

Contents of complaints, answers, affidavits, and the like, filed with the clerk of the courts or with other qualified public officials, have been held as not privileged, although most newspapers regard them as such and freely delve into the details of them without getting themselves into legal difficulties. In publication of such details, the newspaper acts entirely upon its own responsibility. A complaint or other pleading in a civil action is not a judicial proceeding, inasmuch as it merely has been filed and never has come before the court.

The newspaper is within its rights in stating that a person has been arrested and in specifying the charge, although the person may be innocent and subsequently released. If the paper goes into details regarding the arrest, it does so at its own peril. Acceptance of police reports and gossip, and basing news stories on such reports, is dangerous.

Newspapers often deal extensively with the contents of divorce complaints. Much material contained in divorce complaints is highly damaging and libelous and, while it finds its way into the public prints, is not privileged.

To be privileged, statements made by individuals at official public gatherings must be voiced while the meeting officially is in sesson. Cloakroom talk and statements made on the sidelines before the meeting has convened or after it has adjourned are not privileged.

Jones makes a charge at a meeting of the city council that Smith, the city engineer, is crooked. The newspaper, without danger of libel, can print what Jones said, quoting him

either verbatim or indirectly, in the latter instance saying that "Jones charged that Smith was crooked."

Contents of all public records are privileged, and newspaper men have free access to them.[15] When legislative bodies, committees, or other governmental groups go into executive session, the proceedings may be printed if it is possible for the reporter to develop a reliable source of information as to what transpired behind closed doors. When treading upon dangerous ground, however, he should be able to produce proof if necessity should arise. Secret grand jury indictments must be respected. Indictments are kept secret only for valid reasons. Usually the secrecy is due to the fact that one or more of those indicted has not been located, and if he were informed of the indictment he would take flight.

Criticism of Public Officials.—Criticism of the official acts of public officials is privileged if done in good faith.[16] Those filling public positions, either elective or appointive, may be upbraided by a newspaper for the manner in which they conduct the business of their offices, may be accused of inefficiency, with playing politics, with prejudice, favoritism, waste of public money, extravagance, lack of interest in the taxpayer, and scores of other shortcomings.[17] But for a newspaper of its own accord to charge a public official

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[15] 36 Corpus Juris 1275.

[16] As to the criticism of public officials and others, generally speaking I would say that at least some courts, if not a majority, have gone to the extent of indicating that such criticism should be in the editorial column and not in the news, although there would probably be some overlapping (36 Corpus Juris 1279; 16 Cal. Jur. 71).—Justice Givens.

[17] Care must be exercised in a critical article to be sure that the facts stated, as distinguished from the criticism, are true, the privilege extending only to the criticism (36 Corpus Juris 1283; 17 R.C.L. 354). Also, the criticism must be impersonal and of the acts performed by the individual, and not a criticism of the individual in his personal capacity.—Justice Givens.

with dishonesty, with embezzlement of public funds, or with fraud, is libelous. The paper must be able to submit proof of the charges in order to vindicate itself. Public officials, also, cannot be criticized as private citizens, particularly to the extent of questioning their moral integrity, without the newspaper laying itself open to libel.[18]

Criticism of the work or activities of those in the public eye is privileged, provided such criticism is made in good faith by the newspaper.[19] Politicians, lecturers, actors, painters, writers, and the like may be scathed by a newspaper, their work picked to pieces, and aspersions cast upon it. They have no recourse at law for the ridicule to which they may be subjected because of the newspaper's attitude toward them, for they are public or semi-public figures. They have placed their efforts before the public, and therefore may expect for their work condemnation as well as praise. The newspaper, however, must not make attacks of a personal nature upon these individuals if it would escape legal responsibility.

Qualifying Clauses.[20]—A newspaper does not shield itself from libel by use in the story of such clauses as "it is said," "it is asserted," "according to rumors," "according to reports," "it is believed," "rumor says," "those who purport to know say." These and many similar clauses merely qualify the story in such a manner as to make it plain to the reader that the newspaper is not expressing editorial opinion in the story. Qualifications of this type weaken a story when they are not required to eliminate the editorial aspect. They in themselves constitute no safeguard against libel. The term, "it is alleged," may well be employed in a privileged story with reference to allegations in a complaint.

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[18] 36 Corpus Juris 1282; 17 R.C.L. 354.
[19] 36 Corpus Juris 1284; R.C.L. 352.
[20] 36 Corpus Juris 1235; 17 R.C.L. 314; 16 Cal. Jur. 41.

Danger in Libel.—Libel is extremely dangerous. No newspaper can afford to get into a libel suit. While the action may focus for a time public attention upon the newspaper and bring notoriety to the paper, its publisher, and others connected with the publication, a libel suit is far from desirable. It is much better to omit a story that has the earmarks of libel than to print it and take a chance. No story and no editorial is worth risking a libel suit. If the material cannot be modified to eliminate all possibility of libel action, it should be cast out altogether. A libel action is costly, even though the paper is victorious in the end.

The law of libel differs in various states. Attempts have been made to discuss it only in a general way. The publisher should make a detailed study of the libel statutes in his own state. He should consult legal counsel in every doubtful case, and print the item in question only if it bears the unequivocal approval of his attorney.

Slight Publicity to Libel.—A newspaper, as a rule, does not print a story about another paper being sued for libel. If conditions are such that the case cannot be ignored, barest mention of the action is made to suffice. Advertising the misfortunes of one publisher in being called upon to defend a libel suit merely encourages others who may have a grievance against a newspaper to enter the courts for redress. It is an unwritten law among newspapers to protect one another against the menace of libel. Newspapers endeavor to purge their columns of libelous statements. When a libelous item appears, it may be safely said that it is the result of an oversight. Yet this oversight may prove to be very costly.

Contempt of Court.—The matter of possible contempt of court is one that should be carefully watched by the editor. While a decision of a court may be subjected by a newspaper to comment or criticism if the criticism is

honestly applied, it is vital that criticism must not be made of a decision of a court until the decision is final,[21] it being thought that otherwise the court might be improperly influenced. After the decision has become final, however, the general rules of criticism apply. Any article that tends to bring the courts into disrespect probably would be considered contemptuous.

Suggestions for Class Work

Detect which statements, if any, in the following stories are libelous, assuming that the italicized portions are untrue or are impossible to prove, and rewrite the items, eliminating the dangerous statements if you can safely do so:

> A, a bookkeeper in the B & W department store, was arrested Tuesday on complaint of B, one of the proprietors of the store, on charges that he falsified the books of the store and appropriated to his own use approximately $1,000 over a period of two years. This is not the first time that A has been in trouble, for it is reported that, prior to his coming here, *a shortage was discovered in his accounts* with a Philadelphia firm by which he was employed.

(Note: A was brought to trial on the charges preferred by B, and the jury disagreed. The case was not further pressed.)

> Authorities today are investigating the death of Mrs. B, who died Wednesday in the R——— hospital, reputedly as the result of an illegal operation. Dr. M, who had treated the woman, was questioned by officers, and declared that the operation had been performed prior to the time he was called in the case. Police were informed from other sources that Dr. L. previously had attended the woman.

[21] 13 Corpus Juris 34; 5 Cal. Jur. 906; 6 R.C.L. 509.

W, who is remembered by the pioneers here as a resident of this place 30 years ago, and who now is president of the W & W Milling company, in M———, is reported to be in a receptive mood as a candidate for congress. W has made a fortune in the grain and milling business since his departure from here. Old-timers recall that when he lived here he was as poor as the proverbial church mouse. It is reported that when he decided to cast his lot elsewhere *he left without the formality of bidding anyone good-by.*

B, 124 Fourth avenue, and Miss A C, a stenographer, were arrested last night on a morals charge by police in a raid on the M——— hotel. They were released after they had deposited $10 bond each, to await their appearance in police court.

(Note: It developed, after publication of the foregoing item, that the woman arrested was not Miss A C, but had given that name to police, who booked her as Miss A C. Miss A C was a woman who bore a good reputation.)

Inefficiency again was evident last night in the sheriff's office. While the night jailer, who is supposed to be constantly on guard, was asleep, two prisoners, Q and M, both held in connection with violation of the prohibition law, sawed out of their cells and escaped.

Accusing his wife, Minnie B, of running away with John C, a salesman, William B is hot on the trail of the erring couple. B returned home yesterday from a business trip to Chicago, to discover his wife was absent from home. He suspected his wife had fled with C when acquaintances informed him that she had been seen in an automobile with the

salesman. The couple also is reported to have been observed together in Indianapolis.

(NOTE: The facts are that Mrs. B suddenly had been called away by reason of serious illness of a relative and, in her haste and excitement, had neglected to leave word for her husband, explaining her departure, or to tell neighbors that she was going away. The woman in C's car was not Mrs. B, but greatly resembled her.)

Mrs. M, 55 years old, 222 West Eleventh street, was killed instantly last night, when she was run down at Fifth and Main streets by an automobile driven by C, of 1716 Avenue 21.

Mrs. M, who was crossing the street, was in the safety zone, witnesses to the accident reported, when she was struck by the car. She was hurled to the curb. Her skull was crushed. C, who brought his car to a stop as quickly as possible, declared he was blinded by the rain that was falling and did not see the woman until it was too late to avoid hitting her. Witnesses said he was driving at a rate of *40 miles an hour* in a 15-mile zone, and was *clearly to blame* for the accident. He also *had been drinking,* they said.

C gave himself up to police, who did not detain him, but ordered him not to leave the city, pending an inquest into the woman's death.

(NOTE: C was absolved from blame by the coroner's jury.)

Charged with sale of liquor, R was arrested by police Tuesday night when they raided a residence at 1414 South Eighth street which netted 24 quarts of bonded whisky, a dozen bottles of gin, and a gallon jug of wine.

(NOTE: R was the man arrested, but the house that was raided was located at 1415 South Eighth street across the street from the address given in the paper. The house at 1414 South Eighth street was occupied by M, a well-known business man.)

> W was arrested Monday on a charge of intoxication. When taken in custody by Officer K, he was engaged in "painting the town red" and "making whoopee" in general. In fact, he was so drunk that he scarcely could walk, and the officer was obliged to half drag him to the station.

(NOTE: W demanded a jury trial and was acquitted of an intoxication charge.)

> Charged with the theft of three hogs belonging to E, his neighbor, L was arrested by Deputy Sheriff S yesterday. He was arraigned before Justice of the Peace T, and was released on $250 bail, pending his hearing, set for January 16.

(NOTE: At the preliminary hearing, evidence was found insufficient to hold L for trial, and the case was dismissed.)

> A fist fight which is declared to have resulted in a draw, occurred between M and N, two farmers, on the highway near M's place, Friday, in an effort to settle an argument over a line fence. The men have had trouble over the location of the fence for some time, it is reported. They met on the road Friday, and began to thrash out the matter. One word led to another. Both are hotheaded, and finally they pulled off their coats and started to fight. Two neighbors happened by when the fight was at its height, and separated them. It is reported that M at one time *was an inmate of an asylum for the insane,* but was discharged as cured.

CHAPTER XVII

HEADS[1]

The Purpose of Headlines.—The head is an advertisement of the news story. Its purpose is to display the news and to attract the attention of the reader. The head epitomizes the story that follows. Its content is a summary of the lead. Briefly, it serves as an introduction to the story. It focuses attention on the news. By the very fact of its being a summary of the most condensed nature, written in terse, striking words, and set in type that is outstanding, yet easy to read, the head serves the reader as a guide. By observing the head, he is able to determine whether he is sufficiently interested in the story to read it.

Through the newspaper headline, the story is sold to the reader. A good story can be spoiled by a poor head. A well-written head can do much to improve a poorly written story. A head should contain punch. It should be compelling, gripping, outstanding, yet it should conform to the rules of head writing and typography. It should not tell anything that is not in the story. It should be neat, attractive, appropriate to the story, both as to character of the story and news value. The head should be so bubbling over with interest that it will force the reader to read the story.

Poor Heads.—Many country newspapers and some city papers are disgraceful in heads and makeup. Any sort of

[1] Specimens of single-column heads appearing in this chapter are 12 ems wide. It will be apparent that the number of units in the head should be slightly increased for papers with 13-em columns.

head, apparently, will answer the purpose. Heads in papers of this class not only are trite, but they are slovenly typographically. A newspaper should be well dressed. A paper that is careless about its heads is like a man who is careless about his personal attire. It may succeed, but its chances are much reduced because of its slovenly appearance.

Rules for Headline Writing.—Many rules exist for the proper writing of heads. These rules pertain, in general, to tense, choice of words, capitalization, and typographical exactness. Some newspapers are much more strict regarding rules for heads than are others. In fact, it sometimes appears that they carry rules to extremes, but, on the other hand, papers that are strict in regard to heads bear the distinction of being very well edited, and their success is owing, in a large measure, to the fact that they are attractive, interesting, and full of punch.

Present or Future Tense.—Heads should be in either the present or future tense. Past tense is prohibited. All heads should contain a verb. On occasions, implication of a verb is permitted, but when the verb is implied, the head is weak. A head without a verb is what is known as a "label head." This is a label head:

Women's Club Chorus
Luncheon Wednesday

The verb, in the present tense, gets action into the head. Action is demanded. Heads over stories relating to something that is to take place may be in the future tense. Present tense for the head is demanded for stories written in the past tense.

Active Voice.—Heads preferably are in the active voice. They may be written in the passive voice, but the best heads always are active. Here is a head in the active voice:

ACCUSED OFFICER
DISCLAIMS GUILT

This head is in the passive voice:

GUILT DENIED BY
ACCUSED OFFICER

The first head possesses more snap, for it brings out in the first line the fact that the actor in the story is an accused officer. In the second head, the first line merely says that guilt is denied by someone. One must read the second line to learn whether it was an officer or a common vagrant who was accused. However, the second head will much more than pass muster. In the first head, *denies* would be a better word than *disclaims,* but if it were used, the head would not balance typographically.

Some newspapers insist that *is* and *are* be eliminated from heads in the passive voice. While a ruling of this sort is rigid, it is true that, unless caution is exercised, *is* and *are* will appear far too frequently in heads. It is well to guard against excessive use of these verbs.

Noun as the First Word.—Particular newspapers insist that every head commence with a noun. Others will permit the use of a verb as the first word in a head. It is not well, however, to commence a head with a verb, for the head then will lack a subject. Especially should *will* and *to* be prohibited as the first words of a head.

Here is a head commencing with a verb:

FALLS FROM AUTO
AND BREAKS NECK

The same head rewritten, removes the verb from the beginning, and also includes the fact that it was a boy whose neck was broken. The rewritten head:

BOY BREAKS NECK
IN FALL FROM CAR

Here is another example:

Display Art Work of
Local School Pupils

Rewritten:

Crowd Views Display
Of School Art Work

The second head not only removes the verb from the beginning, but provides a subject, *crowd,* and tells of the crowd viewing the display. It is important that the display has attracted public attention. The second head also is improved, in that it avoids the word *local,* which is objectionable in heads, and also eliminates the coupling of *school* and *pupils.* One such word is sufficient in the head. The use of both would be redundant.

Articles Banned.—The articles, *a, an,* and *the* in a head absolutely are prohibited. They have no place in any part of a head, except, possibly, over an editorial on the editorial page. In heads in the news columns, articles may not be used even to fill out a line. They are taboo at all times.

These heads, while they balance typographically and contain elements of action, are poor heads because they contain articles which are used merely to fill out the line. Furthermore, the article detracts from the punch which a head deserves:

MINISTER SPEAKS
TO THE STUDENTS

FOUR LOSE LIVES
AS A BOAT SINKS

The foregoing heads may be greatly improved with very little effort. For example:

MINISTER SPEAKS
BEFORE STUDENTS

FOUR LOSE LIVES
WHEN BOAT SINKS

Time Is Inadvisable.—The use of time in a head, unless time is an outstanding feature of the story, is not advisable. Words such as *today, tomorrow, yesterday, Wednesday, tonight, this morning* weaken a head. Here is an example of a head in which time appears to disadvantage:

FALL COURT TERM
MEETS YESTERDAY

The head improved:

FALL COURT TERM
GETS UNDER WAY

Here is another weak head:

FUNERAL SERVICES
ARE THIS MORNING

The better head:

FRIENDS PAY LAST
HONOR TO PIONEER

However, time may be employed to advantage in heads of a certain type, when significance is attached to a specific day, as:

FALL SCHOOL TERM
WILL OPEN MONDAY

Wooden Heads.—Sometimes it is desired, for reasons of policy, to "say nothing" in a head over a story. A head of this type is known as a "wooden head." Wooden heads are not to be encouraged, but occasions arise when it is deemed necessary to print a story for the sake of covering the news, yet it is not desired to give emphasis to the story. A story of this nature, under a wooden head, usually is "buried," that is, it is placed in an inconspicuous position near the bottom of one of the back pages of the paper. It might be proper to use a wooden head, set in inconspicuous type, over a story of this kind:

A man of some prominence in the community has been arrested on charges which generally are believed to have been trumped up and brought for the purpose of injuring him personally, or damaging his business. At the preliminary hearing, however, he is held to answer to the district court.

In such a case, a head might be written something like this:

PRELIMINARY HELD
IN JUSTICE COURT

The foregoing head says practically nothing. It does not name the defendant, it does not specify the charges, nor does it tell what disposition has been made of the case.

Size of Heads.—Heads may range in size from 7- or 8-point, the size of the body type used in the newspaper, up to 48-point or larger. Type larger than 48-point is desirable for banner lines, that is, display lines which extend the full width of the page for the purpose of displaying a story of extraordinary news value. Many newspapers insist on a banner on page 1 of every issue, and frequently they also

require a second, or sub-banner, for the second outstanding story. With country newspapers, the idea of a banner in every issue probably should not be encouraged; yet, when a really big local story breaks, the editor should not hesitate to treat it adequately, both in story form and in display.

Too many varieties of type in head-letters, and too many styles of heads, give a newspaper a "sloppy" appearance. Pains should be taken to adopt a series of heads that will harmonize, with a small head of one line for stories of a few lines, having very minor importance, a head a trifle larger for stories of one paragraph, and so on, up to perhaps a 36-point or a 48-point head, carrying in smaller type one, two, or three banks or decks, as they are called, for stories worthy of position at the top of the column. Frequently, it will be the policy of a newspaper to use larger type for top heads on page 1 than for top heads on inside pages.

Modern type faces should be adopted for heads. They give the paper an up-to-date appearance. Obsolete type, if found in the cases, should be discarded, to guard against its possible use in the paper.

Modern head-letters up to sizes large enough for all practical purposes are available on standard typesetting machines; and only banner lines, or heads of extraordinary size, need be set by hand. The fresh casting of heads on typesetting machines insures clean-cut face for each issue. There will be no nicked edges, chipped corners, broken commas and quotation marks, such as often detract from the printed page when hand-set type is used for heads. Machine-set heads also banish the annoyance of letter shortage so frequently encountered in country offices when a large number of hand-set heads of a certain face is required.

Headline Styles.—Hundreds of styles of heads are available for newspapers. Consequently, a wide selection may

be had, from the simplest to the most complicated. It is well, in choosing a series of heads, to adopt heads that are neat, that are not too difficult to write, and that are easily read. It also should be borne in mind that the average newspaper reader will not read all of a long head. He will read the principal part, and possibly one of the banks. As a rule, if these have incited his interest, he will skip the remainder of the head and start reading the story; if they have not, he will pass on to the next head.

While many newspapers have reduced the number of banks in a head to the minimum, others continue to carry the head style to the other extreme, with long-drawn-out heads that tax the head-writer's ingenuity and patience, and at the same time usually are passed up by the reader. For the sake of typographical appearance and dress of the paper, however, the heads over the leading stories in a newspaper should carry at least two parts.

Type for Headlines.—It long has been the policy of better newspapers to set the top part of the principal heads entirely in capital letters, and to follow with the banks or decks in much smaller type in caps and lower case. In recent years, the combination of caps and lower case has become popular with certain papers for all heads. A head set thus has the advantage of being more easily read than is one set entirely in caps; at the same time, it is more difficult to write with due regard to the rules of typographical balance, because of the varying width of letters in a font of caps and lower case.

Units of Measure.—A head set entirely in caps may be said to contain so many units to the width of the column, depending upon the size of type used. A head may have as few as seven units, in single column measure, or it may contain as many as twenty-five. A letter such as A or B occupies a single unit of space, while M and W require one and one-half units. The letter I takes but one-half unit and

J slightly more than one-half. The varying widths will be observed in these specimens:

ABLRMWINJ

The period, comma, single quote, colon, semicolon, and exclamation point take a half unit, while the interrogation point is almost a full unit in width. Figures and the dollar sign are slightly less than a full unit in width, and in some fonts N is a trifle wider.

Allowance also should be made for space between words, the standard of which is about three-fourths of a unit, but the space may be varied, depending upon other typographical conditions encountered in the line. When a space appears between two letters such as Y and W, very little space is needed because of the slant of the letters, which gives an effect of greater space between the words than actually exists. For example:

MANY WORDS

On the other hand, when a space appears between letters such as N and I, full allowance must be made for the space, because the letters possess practically no shoulder. For instance, in the following illustration the same space is used between words as in the preceding example:

WHEN IN DOUBT

The same words with regular spacing:

WHEN IN DOUBT

In writing all-cap heads, it is well to make allowance of at least a half unit for spacing, and preferably a full unit. Type is made of metal, and not rubber, and cannot be crowded into a line. The only place in which contraction is possible in headline writing is in the spaces between words, yet a head that is crowded for space runs together and makes a poor appearance.

Heads of Three Forms.—Newspaper heads, broadly speaking, are of three forms—the one-line head, the step head, and the inverted pyramid head. All newspaper heads are a variation of these three main types.

A one-line head may be centered, equidistant between column rules, it may fill the entire space between the column rules, or it may be set flush with the left column rule, leaving a white space between the right end of the head and the right column rule. Here is an example of a one-line head centered:

ROTARY CLUB MEETS

The one-line head may be set full column width:

ROTARY CLUB HOLDS SESSION

The one-line head set flush:

ROTARIANS GATHER

The step head may be of two, three, or even four or more lines. A step head of more than three lines, however, is unattractive.

A step head of two lines:

COMMITTEE ARRANGES
FOR LODGE GATHERING

A step head in three lines:

MASONIC COMMITTEE
PLANS PROGRAM FOR
ANNUAL LODGE PICNIC

The inverted pyramid head may be of two, three, or more lines. The proper number for an inverted pyramid to effect a pleasing appearance is three lines. Here is an inverted pyramid, in which, it will be observed, the first line extends the full width of the column:

TRUSTEES ACCEPT
ANNUAL BUDGET
FOR SCHOOL

A variation of the step head is the head in which all lines are full column width:

TRUSTEES ACCEPT YEAR'S BUDGET TO OPERATE SCHOOLS

Banks follow the style either of the inverted pyramid or hanging indentation. A suitable bank for the foregoing head would be the inverted pyramid, as follows:

Increase in Faculty Causes Expansion of Costs for Education Work

Or, this bank with hanging indentation would look well:

Increase in Faculty Causes Expansion of Expense for City's Education System

If hanging indentation is used, the indentation should be one en, an en-and-a-half, or one em from the left column rule, and the last line of the bank as well as the first and second, should extend the full width of the column. To space or quad out the last line, if it is short, makes an unattractive appearance. The head that does not fill the line looks ragged.

Perfection in Typography and Style.—Heads should be exact typographically, or as nearly exact as possible. Heads that are stepped or set in inverted pyramid form should not be so short as to permit glaring white spaces, or "air," to exist at the end of the line. This head, for instance, is not long enough:

RAILWAY WORKER
KILLED IN WRECK

The lines that are to be stepped should be practically the same length. Otherwise, the effect is displeasing, as:

STATE SENATOR PAYS
VISIT TO CITY

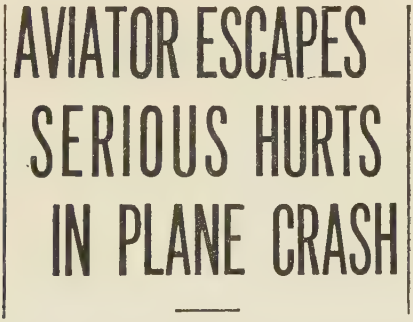
In a three-line step head, the appearance, when the head fails to balance, is decidedly more distressing than in the two-line head:

SHERIFF'S SQUAD
IN CITY FOR
BANDIT ROUNDUP

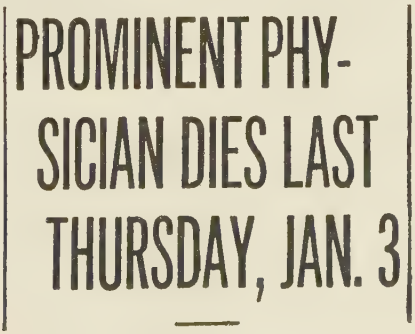
Of course, it is impossible to write every head to typographical perfection and, at the same time, to tell the story and comply with other requirements in head writing. But a conscientious effort should be made toward perfection, and heads that are outstandingly glaring, because of their typographical faults, should not be allowed to appear in the paper.

The compositor who sets heads can be of much assistance

in remedying those which are off balance. He can increase the space between words, or reduce the space, as required, to aid in balancing the lines, and he also can readily drop letter spaces (very thin spaces) between the letters of short lines, and thus bring them to the required length. Only a careful observer will be able to detect the letter-spacing. Here is a head in which the middle line has been letter-spaced:



Word Division Prohibited.—Division of words in heads absolutely is prohibited, except, possibly, in banks, and then only after considerable effort has been expended to avoid the division. Newspapers that are carefully edited even prohibit divisions in banks. Note the frightful appearance of the following head:



Another flagrant example of division:

ELKS NOMINATE OFFI-
CERS FOR NEXT YEAR

Repetition Prohibited.—Repetition of words, except minor prepositions, is prohibited in a head. Plenty of synonyms are available, and repetition is needless. It is not permissible to repeat in one bank a word that appears in another bank, except such prepositions as *by, of, in, to,* and the like. It also is advisable not to repeat the same thought in a head, but to bring out in the bank an additional feature of the story. Note the various forms of repetition that occur in this head.

MERCHANT SHOW
DRAWS INTEREST

Retailers to Show Variety Of Merchandise to Be Bought in City

While the word *show,* in one instance, is used as a noun, and in another as a verb, the repetition should not be made. Also, *merchant* and *merchandise* are so much related that a substitute should be employed for one of the words. The head that follows is a distinct improvement over the preceding one.

INTEREST GROWS IN TRADE EXHIBIT

Merchants Will Display Big Variety of Wares at Retail Exposition

Capitalization in Heads.—Certain rules of capitalization apply to heads set in caps and lower case. Every noun, pronoun, adjective, adverb, verb (including *is* and *are,* printer's rules to the contrary notwithstanding), and interjection should be capitalized whenever appearing in a head. Prepositions of four letters or less should not be capitalized, except when they start a line. Coördinating conjunctions, such as *and, or* and *but,* should be in lower case, unless starting a line, but subordinating conjunctions, such as *as, if, since,* and *though* always require capitalization. The articles *a, an* and *the,* supposed to be eliminated from heads, occasionally creep in. When they appear in a cap and lower case head, they should be entirely in lower case, except at the beginning of a line. Prepositions which are used in connection with a verb in a head require capitalization, as: *Walk In, Hold Up* (verb; noun is holdup or hold-up), *Provided For, Take Up, Think Over.* It is well, however, to avoid these dangling prepositions.

No Breaks in Decks.—The deck of a head should not be broken into two or more separate statements, segregated by semicolons or dashes. If it is necessary to make more than one statement in a deck, a connective should be used to link the statements, whenever possible. Times will arise,

however, when it is virtually impossible to avoid a break in a head and tell the story. Then the rule is disregarded. Breaks in heads are awkward, as in this case:

SOWING OF OATS BEGINS; FARMERS DELAYED BY RAIN

Showers Handicap Work in Fields; Acreage Big; Season Backward

The head could be thus improved:

FARMERS START SOWING OATS AS SHOWERS CEASE

Seeding of Large Acreage Begins with Coming of Better Weather

While it is possible to tell more facts in a broken head, a head that is broken does not read smoothly. When it is necessary to break a head, a semicolon is preferable to a dash at the place of breaking.

Punctuation of Heads.—Heads should be punctuated as little as possible. When quotation marks are used, they should be single; double inverted commas have a very awkward appearance in heads. Periods are not employed except after abbrevations or initials. The comma is more generally used than any other punctuation mark in heads. It is desirable in qualifying heads, as:

YOUTH IMMORAL,
PASTOR ASSERTS

DEMOCRATS WILL
LOSE, IS CLAIM

The comma also is necessary in a series, as:

TWO DEAD, TEN HURT
AS BLEACHERS CRASH

Separation of Banks.—The various banks of a single-column head should be separated by a dash, preferably a 3-em or jim dash, and a jim dash also should separate the last bank from the story. Double-column heads require a longer dash, 8 to 10 ems being suitable. Space also should be provided between the dash and the type matter, depending, of course, upon the width of the slug on which the dash is set and also upon the shoulder of the type. To neglect the use of dashes or white space between decks makes a head look squatty and causes it to run together. On the other hand, too much space between decks gives a loose appearance. In head-letters of 18-point or more, a nonpareil slug should be inserted between each line, unless the slug carries an equivalent shoulder. One-line heads do not require a jim dash between the head and the story.

Style Card of Heads.—Such a tremendous variety of newspaper heads may be devised that only a few specimens can be illustrated here. When a newspaper has adopted a series of heads, samples are printed on cards for the guidance of head-writers and compositors. Usually a head is designated by an arbitrary number, by which it is known throughout the office. Therefore, when a head is marked No. 4 by the head-writer, the printer will know immediately the size and face of type in which it is to be set. Heads may be written on a typewriter or in longhand, as the person writing them may elect. Typewritten heads are more easily read by the printer, and fewer errors result from the use of typewritten copy in the composing room.

A suggested series of heads for a progressive country newspaper is set forth here:

For single-paragraph stories of from two to seven lines, if the body type of the paper is 7-point, a one-line head of 7-point black-face caps and lower case, or 7-point black caps, centered:

Teacher Entertains Class

SCHOOL HOLDS PICNIC

For single-paragraph items of five to twelve lines, or for short stories up to three paragraphs, which possess little news value, the two-line 7-point black cap step head:

FORTY WOMEN ATTEND
CHURCH GUILD MEETING

A two-line 12-point step head also is suitable for short items, preferably those which carry more interest than those over which a 7-point step head is used:

TELEPHONE MANAGER
EXPLAINS NEW RATES

The 12-point head may be increased to three lines for longer items, or for those on which it is desired to place slightly further emphasis, as:

COMMERCE CHAMBER
LAUNCHES CAMPAIGN
FOR MORE MEMBERS

A single-column freak head should be included in the list, and preferably it is in italics, caps and lower case, three lines step. If desired, it may carry an inverted pyramid deck, either 7-point black-face caps, or caps and lower case, or 12-point caps and lower case. However, the bank is unnecessary. The head, in any one of several italic faces of 18-point or 24-point, probably is more effective without a bank. An italic face that is not too heavy should

be chosen, to give relief from the larger heads on the page. An example in 24-point:

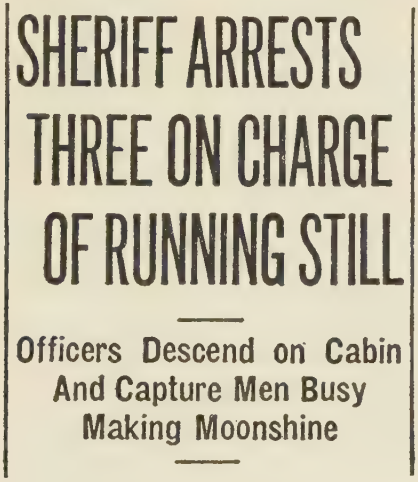
Trip Over Rug
In Hotel Costs
Life of Broker

The two-line step head in 24-, 30- or 36-point is of unusual value for displaying stories of the better class. A head of this style usually should carry a bank. The head may be used over comparatively short stories, say three paragraphs, or even a single paragraph. It is admirably suited to a story that will run from five to seven inches in length, and again it may be effectually used over a story of a half column or more. Set in 30- or 36-point type, with a 12-point inverted pyramid deck, it probably is the best general utility head that has been devised. It is suitable for a top head on inside pages and for a secondary head on page 1, or even for a top head on page 1, if necessary. Here is a specimen of this simple but intensely practical head:

SUNSTROKE KILLS
HARVEST LABORER

John Smith Dies As Result
Of Becoming Overheated
While Shocking Oats

The two-line head can be raised to three lines for stories to which it is desired to give more emphasis. The three-line step head is of much value to a country newspaper and it sets off a story effectively. The head presents a much better appearance when it carries a deck of three lines, either inverted pyramid or hanging indentation, than when it stands alone. Many newspapers do not employ in their structure a head larger than 36-point, yet they are enabled to display their news attractively and adequately. The three-line 36-point step head with deck is not difficult to write and is pleasing to the eye. A head of this style follows:



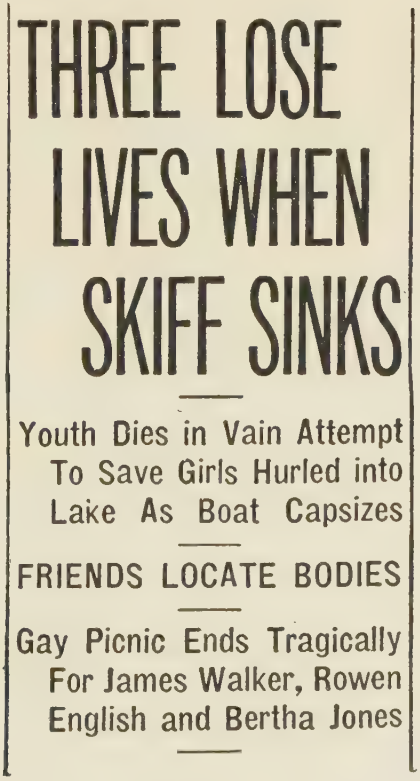
For heads on the principal stories on page 1, and perhaps on inside pages, 42-point or 48-point makes a desirable size, for it permits adequate display for the important stories, bringing them out in a telling way. These heads also should have two or three banks, perhaps one of inverted pyramid or hanging indentation in 12-point caps and lower case, a second of one full line of 12-point caps, and a third similar to the first bank. With an inverted

pyramid head, one bank may suffice. Here is a suitable 48-point head of full lines, at one time known as a "slug head," when head-letters of the larger size were set by hand:

The 48-point head is not so easy to write as the 36-point for the reason that the number of units to the column is considerably less. In the type used in the foregoing examples, eleven units with a slight amount of letter-spacing make for legibility of a full line of 48-point, and the maximum is twelve units, while sixteen units can be crowded into a

full line of 36-point without ill effect. The fewer the number of units available for head construction, the more difficult is the head to write. Since each line of a head should contain at least two words, it will be observed that only words that are short are available for 48-point, single-column width. However, 48-point gives far better display to major stories. This advantage should more than offset the inconvenience encountered by the head-writer because of the more rigid typographical restrictions of the larger size.

A 48-point head, set in the step style:



A pyramid head and banks, 48-point:

MAYOR QUITS TO ACCEPT NEW JOB
Jackson Resigns City Post And Takes Appointment On State Tax Board
Council Will Call Special Election for Purpose of Filling Vacancy

For display of news that is extraordinary, a double-column head, full lines or step, easily can be devised from the 48-point, with a bank, either hanging indentation or inverted pyramid, depending upon the style used by the paper. The bank preferably should be of 18-point, in a face which harmonizes with the type used for the banks in the regular heads. When a double-column head of magnitude is used, the lead of the story should be set double measure. A good policy is to set the first five lines in 10-point, double column, then three lines of 10-point single column, followed by the

regular body type of the paper. When the lead is set in 10-point, the first paragraph should be of sufficient length to extend throughout the 10-point and several lines into the regular body type, presumably 7- or 8-point.

A double-column head for less important stories is required in the makeup of the paper. Two or three step-lines of 24-point italic, caps and lower case, make a neat head for either top or bottom of the page. The story should be doubled up under the head under a double-column dash, with no cut-off rule at the top of the second column. Specimens: [2]

Train Service Halts When Heavy Snow Blocks Tracks

Farmer Hangs Self Rather Than Let Sheriff Serve Him With Papers of Foreclosure

Captions.—Captions are required over cuts. Many styles, from the simplest, that of one line, to complicated captions, are available. A neat caption is one enclosed by a rule border.

[2] While double-column heads should be 24½ or 26½ ems wide, depending upon the paper's column width, these specimens have been reduced in order that the width may harmonize with the measure in which the text is set.

Specimen of caption for a single-column cut:

NEW POLICE CHIEF

Wesley Spencer, Who Was Named By City Council Last Night to Assume Charge of Department

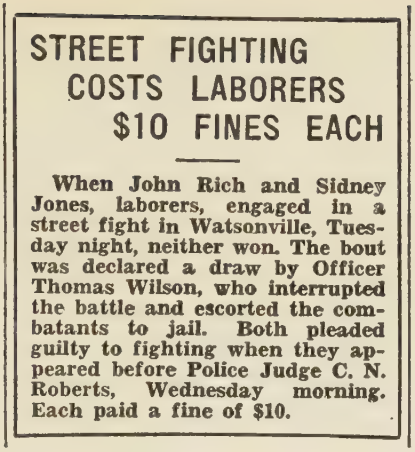
The same head may be used in divided form, with the latter part as cutlines under the cut:

NEW POLICE CHIEF

(cut)

Wesley Spencer, who was named by city council last night to assume charge of department.

Boxes.—A story and its head surrounded by a border, either of stars or rule, is known as a box. The box is effectual as a means of displaying a short, snappy story, and brings to it almost immediate reader attention. The text of a box usually is set in black-face type for the purpose of giving it further emphasis, but light-face type may be used if desired. Only certain kinds of stories should be boxed. Often they have a freakish angle, and at least should possess an outstanding feature. The head employed for a boxed story should correspond in a general way to smaller heads used in the body of the paper. Boxes are of especial advantage in dressing a page and are handy for use at tops of alternate columns, between top heads. A characteristic boxed story appears on the next page.



STREET FIGHTING
COSTS LABORERS
$10 FINES EACH

When John Rich and Sidney Jones, laborers, engaged in a street fight in Watsonville, Tuesday night, neither won. The bout was declared a draw by Officer Thomas Wilson, who interrupted the battle and escorted the combatants to jail. Both pleaded guilty to fighting when they appeared before Police Judge C. N. Roberts, Wednesday morning. Each paid a fine of $10.

The story that is boxed should not be too long, lest the box be unwieldy. Two to three inches is the best length for a box. The width of the text and head for a boxed story should be two ems narrower than the regular column width, to allow for trimming and inclusion of the border, as well as a margin of white space between the type matter and the border.

Subheads.—Subheads are minor heads, usually of one line, inserted at intervals between paragraphs of a story. The purpose of a subhead is to break the monotony of a long story and make it more easy to read. The subhead should pertain to the paragraph that it immediately precedes.

A story that is long enough for subheads should possess sufficient length for at least two of them. A story that will not carry two subheads should have none. Subheads should divide a story into parts of approximately equal lengths. Long stories always should contain subheads. Subheads should be inserted in a story approximately two and one-half inches apart.

Several forms of subheads are to be had. The most popular, when 7-point body type is used, is the subhead in 7-point black-face caps and lower case, centered, as:

Witness Relates Story

If special play is given the story, the subheads may be set in 7-point black caps, centered or set flush with the left column-rule, as:

EYE-WITNESS ACCOUNT

DEFENDANT ON STAND

Still further emphasis is carried in the two-line, 7-point black-face cap subhead, both lines set flush with the left column-rule and leaving a ragged edge on the right:

DEFENDANT TAKES
WITNESS STAND

A similar two-line subhead may be set in 10-point or 12-point caps and lower case, and is very effective in a big story.

The rule of head writing pertaining to the requirement of a verb in the head does not apply to subheads. A subhead may be merely a label for the succeeding paragraph, as: "Names of Guests," "Cause of Accident," "Temporary Bridge."

Subheads in a story, or throughout the paper, in fact, should approximate one another in length. That is, one subhead in a story should not consist of two short words, and the succeeding subhead be so long as to almost fill the

width of the column. Subheads that are so long that they run into the next line positively should be avoided.

Words for Heads.—Short, vivid, forceful words, bubbling over with vigor and ringing with punch, are best suited for heads. First, they are more easily adapted to the space limitations of a head, and, second, they drive home the gist of the story in a trenchant way. A list of typical words appropriate for head writing follows:

Arrest, nab, jail, seize, hold, take, rum, booze, whisky, bootleg, beer, suds, felon, convict, thief, bail, bond, prison, cell, pen, police, sheriff, guard, warden, deputy, officer, death, die, dead, hurt, injure, wound, maim, bomb, shell, shoot, shot, bullet, fire, flames, blaze, burn, rain, hail, ice, snow, storm, blizzard, hot, cold, cyclone, lightning, quake, tremor, temblor, car, auto, dash, run, hop, wild, speed, crash, collide, decree, judge, bench, court, jurist, jury, verdict, acquit, free, release, guilty, rich, wealthy, girl, flapper, beauty, pretty, king, queen, prince, princess, poor, ruin, raze, wreck, destroy, ashes, wet, dry, wed, marry, chief, head, boss, leader, work, job, toil, task, act, fly, soar, flyer, airman, aviator, ace, plane, craft, ship, blimp, sea, haze, fog, boat, team, gang, actor, actress, stage, show, play, film, movie, cinema, screen, spouse, widow, wife, bride, mate, flood, deluge, plan, open, damages, clad, nude, dress, balm, big, huge, vast, great, waste, row, fight, war, battle, split, break, rift, rupture, bout, law, rule, order, peace, ban, bar, vote, poll, ballot, team, pair, match, foe, enemy, hunt, seek, search, comb, scandal, gossip, talk, speech, meet, session, parley, end, stop, halt, cease, bury, inter, entomb, quit, oust, resign, leave, desert, jump, leap, old, new, young, good, bad, gold, gems, jewels, diamonds.

The foregoing list could be extended indefinitely and into many fields of activity, but as it stands, it gives a good idea of the type of words that are full of meaning, catch the eye, and of which good heads are built.

Shortcomings in Headlines.—One of the most noticeable of the shortcomings of a great many country newspapers is the inadequacy of the headlines. Every effort should be put forth to overcome this deficiency. The average country publisher, it must be admitted, pays too little attention to the heads, and as a consequence the appearance of the paper is far from pleasing, and the impression that it creates upon the reader is not striking. The shortcomings in heads are twofold:

1. Heads are out of proportion to the value of the story over which they appear—either they are too small for the story, or too large. They are not governed by the genuine worth of the story.
2. Heads are improperly worded. They do not epitomize the story. They lack punch. Sometimes the tense governing headline writing is disregarded, and the heads are written in the past tense. Also, words are repeated in a head.

The time devoted by the country editor to perfecting the heads in his paper indeed is well spent, for heads play a most important part in the appearance of a paper. They do much to determine its excellence or its mediocrity.

Suggestions for Class Work

1. Devise a series of heads which you believe would be appropriate for a country newspaper, and explain why you have selected certain faces of type for use in these heads.
2. Clip from a country paper a number of stories, omitting the heads, and write heads on them, employing the style you have selected as suited to country newspaper use.
3. Examine carefully the heads in a number of country papers and point out defects in them. Rewrite these heads in the style each paper employs, improving the heads as to diction, tense, and typographical excellence.
4. The following heads are typical of those found in many country newspapers. They have numerous shortcomings. Not one of them ever should have been permitted to appear in a newspaper. Point out what is wrong with them.

I.O.O.F. Installat'n Held Wed., Jan. 9

Relief Corps Holds Installation

Secondary Roads And the Gas Tax

JUDGE RICHARDS SENTENCES THREE OFFENDERS SATURDAY AFTERNOON

SUPREME COURT REVERSES RULING IN THE CEDAR CO. 'T. B.' CASE

SOME HAPPENINGS IN OTHER CITIES & PLACES IN STATE

ITEMS OF INTEREST CULLED FOR THE BUSY READER FROM OUR STATE EXCHANGES

A FREE SHOW AT ORPHEUM THEATRE

MANAGER TO GIVE FREE SHOW AND EVERYONE IS INVITED TO ATTEND AS HIS GUEST

FIRE DEPARTMENT ELECTS OFFICERS

New Officers Elected by Firemen at Annual Meeting Friday

ANNUAL REPORT GIVEN

Finances of Department Reported Good As Year Closes

NOTICES OF LAND OPENINGS OFTEN MISLEADING

WILD HORSES PERIL FOREST RANGES

WILD HORSES COLLECTED AND PROBABLY RUSHED OFF THE RANGE — WHERE? CANNERY

PIONEER RESIDENT WAS KILLED BY CAR

Auto Ran Over J. B. Jones On Main Street and Killed Him

SMITH-WHITE

Popular Couple United in the Holy Bonds of Matrimony

GRIM REAPER TAKES TOLL

OBITUARY

J. B. BROWN

PERFECT RECORD MADE BY PUPILS.

Many at Columbus School Neither Absent Nor Tardy for Term.

TO REVEAL PLAN FOR BIG AIRPORT

Committee of Commercial Club to Report at Meeting Wednesday

HUNT DRIVER AS 2 DIE IN CRASHES

ELEVATOR BURNS; NO INSURANCE

Loss Placed at $10,000; J. A. Rich, Owner; High Wind Fans Blaze

LOSS TOTAL; TO REBUILD

Firemen Handicapped; No Chance with High Wind Fanning Raging Inferno

CHAPTER XVIII

LAYOUT AND MAKEUP

Number of Pages in the Country Newspaper.—The number of pages in a newspaper is governed by the volume of advertising that the issue carries. The standard size for a country newspaper, however, is eight pages, all home-print, which should be established as a minimum, and additional pages corresponding with the increased volume of advertising. If a paper drops below eight pages, the reader gets an unfavorable impression of the publication, for he at once has the idea that the reduction in size is effected as a matter of economy, which, in fact, usually is the case. But it is poor economy.

Percentage of Reading Matter.—The percentage of pure reading matter to the total linage varies greatly among newspapers. Sometimes, papers crowd so much advertising into their pages that, aside from the first page and perhaps one or two others, the paper is practically entirely advertising. In these papers, advertising runs as high as 80 per cent of the total space. Some papers insist on at least a 50-50 basis, while still others demand 60 per cent reading matter. It should be borne in mind, however, that advertising is the lifeblood of a newspaper; that the reader pays in subscription money a very small portion of the cost of newspaper production and therefore cannot reasonably expect the volume of news to greatly overshadow the amount of advertising. Newspaper space is a costly commodity to produce, and the publisher cannot afford to refuse its sale for legitimate purposes, even though, at times, an unanticipated

advertising volume may require considerable condensation of the news.

A large amount of the newspaper's space must be devoted to advertising at a nominal rate, if it is to remain in business. If advertising is held, say, to 25 per cent of the total space, a proportionately higher rate necessarily must be charged for the advertising. A ratio of 40 per cent news and 60 per cent advertising, it would seem, would be in keeping with good judgment; and at times, as the occasion arises, the advertising could be increased at 66⅔ or even 70 per cent, in preference to raising the number of pages in the paper to accommodate the additional advertising.

Arrangement of Pages.—A newspaper should be laid out the same each week with respect to the general news matter that appears on each page. Taking an eight-page paper as the basis, it is necessary in most country offices to make at least two press runs of the issue, for usually the country press is of a model that requires news sheets, rather than rolls, and prints on but one side of the paper at a time. It therefore is essential that four pages be printed in advance, and then be backed up with the remaining four pages. In order to guard against a "jam" on publication day, the first run often is made the day previous. Plans must be made, then, to fill these pages with material that will not require alterations or additions because of subsequent news developments.

The pages of an eight-page paper that usually are printed on the first run are 2, 3, 6, and 7. On the last run, the pages to be printed are 1, 4, 5, and 8, the paper then being folded and trimmed. Of course, with a detached folder, the arrangement could be reversed, and the first press run be made to comprise pages 1, 4, 5, and 8. But, owing to the fact that the latest and biggest news should appear on page 1, it is highly desirable to hold this page open as long as possible. With 2, 3, 6, and 7 as early pages, with 1, 4, 5,

and 8 the final pages, and with advertising carried on all except page 1, the arrangement could well be something like this:

Page 1—Hot news; every item under a distinctive head.
Page 2—General news; country correspondence.
Page 3—Editorials; features.
Page 4—General news; social.
Page 5—Local news briefs; personals; general news.
Page 6—General news for top heads; country correspondence; features; farm news.
Page 7—General news for top heads; legal advertising.
Page 8—General news; miscellany.

The foregoing lineup will be found to work well with an eight-page paper, because it allows a quick get-away with the early pages. If a larger paper is published, the news arrangement easily can be spread. In many newspapers, page 6 is recognized as the proper place for the editorial page, yet, the editorial page should not be too far back in the paper. In an eight-page paper, page 6 is well toward the back. Therefore, it is better to settle on page 3 for the editorials, for it is in a position to arrest the attention of the reader and, at the same time, it is included in the first press run and can be got out of the way early. Some newspapers refuse to permit advertisements on the editorial page. Such a policy is all right with a large newspaper, but a small one usually is forced, because of space limitations, to carry advertisements on all pages except the first.

General Layout.—With page 1 devoid of advertisements, the general layout, with respect to news and advertising, applies to all the other pages of the paper. The prevailing idea is to give to news matter as many of the tops of columns as is possible, in order to insure maximum display of the news. The paper, by this arrangement, presents the appearance of carrying more news than really is the case.

With this thought in mind, advertisements are placed in

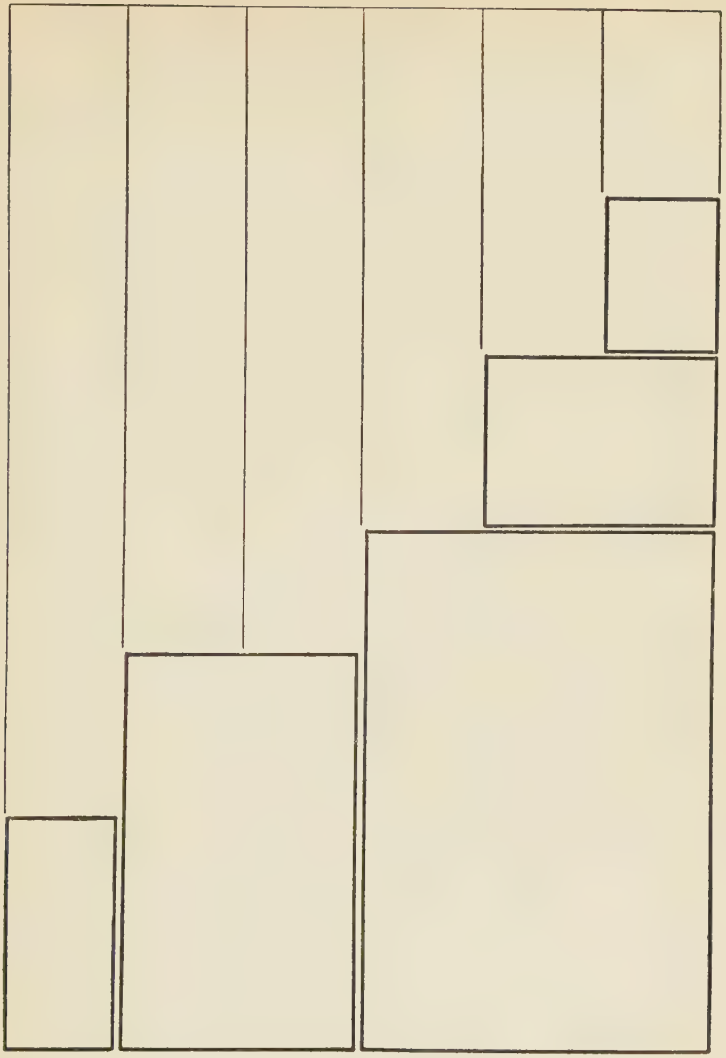


DIAGRAM OF NEWSPAPER PAGE LAYOUT, SHOWING PYRAMID STYLE OF ARRANGEMENT OF ADVERTISEMENTS

This method gives ample display to advertisements and also provides the most effective display of news.

the page in what is known as "pyramid" style. That is, the advertisements are built in graduated order from the lower right corner of the page, the largest advertisement being at the bottom, and the smaller ones being built at the left and on top of the largest ad.

Pyramiding also brings out the advertisements in an effective manner. While the largest ad will dominate the others, the smaller ones also are given emphasis, because, instead of being buried, they appear in a good position on the page, usually adjoining pure reading matter.

Columns to Page.—The number of columns to the page will be determined by the size of the press on which the paper is printed. Formerly, when "blanket sheets" prevailed among country newspapers, eight-column width was the rule. When country papers adopted all home-print, the size in most instances was reduced to six columns, but now the tendency seems to be for seven columns. A page of eight columns, if the column width is 12 ems, indeed is desirable, provided press facilities for a paper of this size are adequate. Effectiveness in makeup greatly depends upon the number of columns to a page. Seven- and eight-column pages permit more attractive makeup than does a six-column page. Nevertheless, if the press will accommodate, at one impression, four pages of six-column size, but will not print four pages of seven columns in a single run, it would be unwise for the country publisher, printing an eight-page paper, to make four press runs, in order that he may issue a seven- or eight-column paper. Also, it would not be good business for him to purchase a new press, which will print the larger sheet, if his old press is in good condition. A makeup that is modern and full of snap can be devised in the six-column arrangement.

A six-column page, as a rule, is slightly shorter than a page of seven or eight columns. Therefore, a six-column page will contain less than three-fourths as much type as

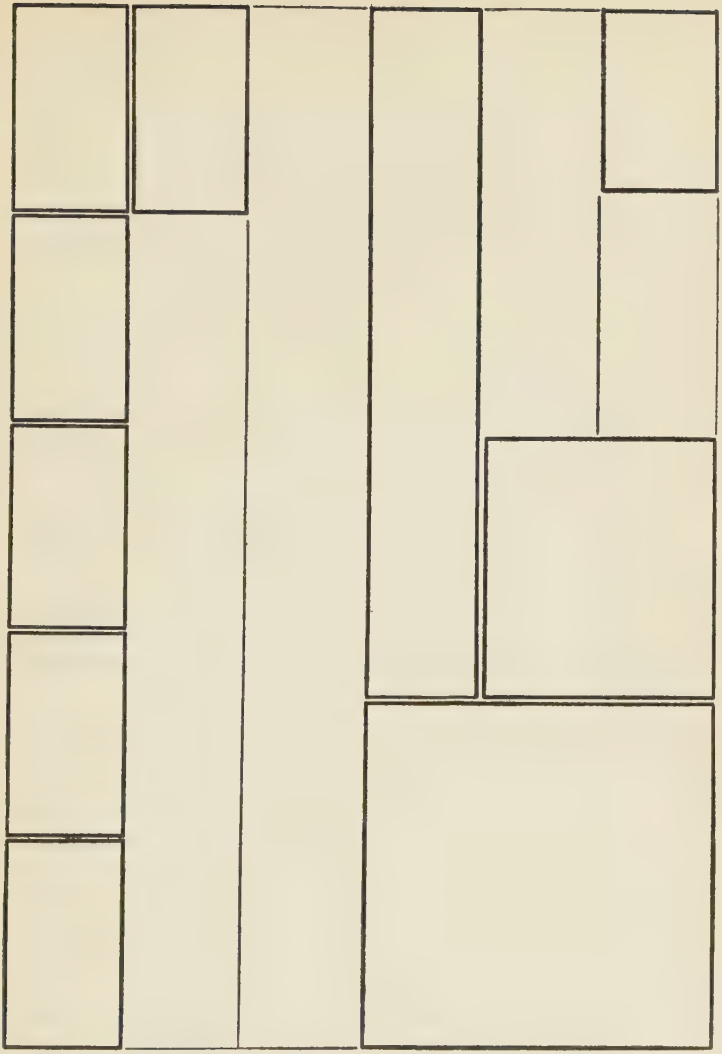


DIAGRAM OF NEWSPAPER PAGE LAYOUT, SHOWING HAPHAZARD INSERTION OF ADVERTISEMENTS

It lacks neatness and does not permit sufficient display of the news.

is included in the eight-column size. Since the general public is inclined to measure a newspaper not only by the quality of its contents, but by the number of pages rather than the size of the pages, a more favorable impression will be made on the reader by a ten-page paper of six columns than by an eight-page paper of eight columns, yet the ten-page edition will contain less type. It will be less costly to set but will require more press work.

Lead Stories.—Page 1, being the paper's show window, so to speak, should carry the outstanding news of the day, or rather, week, and it should be attractively made up. The proper place for the most important story is the top of the outside column at the right of the page. It is here that the reader's eyes first are directed when he picks up the paper. The spot at which he first looks should contain the most outstanding piece of news available. It is known as the "lead story." The story that ranks second in importance to the main story is the "second lead." It, too, has a specific place on page 1. It should appear at the top of the left outside column, or column 1. With the right column, or the major portion of it, taken up by the lead story, and the left column devoted to the second lead, other outstanding news stories can be arranged in the columns lying between these two. Thus comes the problem of makeup, the necessity for breaking up the page in order to display the news adequately and attractively, to enliven and retain reader interest, and to develop journalistic individuality.

Length of Stories.—The length of stories should be determined by what the story really is worth from a news point of view. At the same time, a story should be of sufficient length to support the head that it carries. Sometimes, for the sake of makeup, it will be necessary to put a large head over a comparatively short story. When this occasion arises, the story can be lengthened by the insertion of two or three paragraphs merely for the purpose of improved

typographical appearance. No story should occupy less space in the column than the space taken up by the head that it carries. Stubby stories under big heads appear to have been chopped off.

A Head to Start Every Column.—A head of some sort should start every column. A story running from one column to another should not be permitted to break over from the column in which it begins to the top of the succeeding column, thus starting that column with straight reading matter. If the story is so long that it will not fit the column in which it starts, and the break is a short one, the continuation can be carried at the bottom of the succeeding column, under a cut-off rule, but this method should not be employed on the first page. If the story is so long that this procedure will not care for the additional type, the double-column head will solve the problem. The story then can be doubled up under the wide head.

Jumping Stories.—Continuing a story from one page to another is known as "jumping" the story. The part of the story that is carried to a succeeding page is called the "jump." Jumping stories is not the best practice, for it is inconvenient for the reader to turn a page and search for the continuation of a story in which he is interested. Efforts should be made to avoid jumps, even to the extent of trimming a story a paragraph or two. Sometimes, however, a jump is unavoidable.

Separation of Heads.—While a head should lead each column, another requirement is that two similar heads shall not adjoin each other at the top of the page, except under very extraordinary circumstances. Particularly, on page 1, with heads of 30-point or larger, the insertion of two similar heads together is to be avoided in most instances; and especially if the heads are full lines, for the column rule that separates them is but a thin line on the printed page, and the letters of the two heads appear to run together.

While a large head of the style that the paper uses for its more important stories should start every page in column 1, the head that adjoins it in column 2 should be a small one, possibly a freak, a box, or some similar minor head. Column 3, then, can carry a top head similar to that used in column 1, and so on across the page, breaking the alternate columns, perhaps, with a cut, or using a double-column head at the top of the page.

A Place for Every Major Head.—A definite place in the page should be provided for every head of 24-point type or larger. Heads of this size are not meant to be inserted promiscuously in the page, particularly in the middle of the page, as though they were thrown into the form with a shovel, just to fill space. When the tops of columns are filled by the larger heads, remaining headlines of the "slug head" variety readily find places near the top of the page, immediately following boxes, short freaks, or cuts.

Heads of a minor nature, over short stories of from one to four paragraphs, are available to fill odd spaces below the longer stories that carry large heads. In fact, the very purpose of these smaller heads is that they be used in building out the columns after the major stories have been inserted in the forms. They can be juggled around rather promiscuously, in order to fill odd spaces. It should be borne in mind, however, that the larger head always takes precedence in the column over the one a degree smaller on the scale, or style-card, adopted by the paper. That is, a three-line 12-point head should precede a two-line 12-point head, which, also, should precede a 7- or 8-point head. In the same way, length governs the position of a subordinate story in the page, the stories, in case they carry similar heads, being graduated according to length, with the longest story nearer the top and the shortest at the bottom. Despite the usual priority that a longer story takes in the makeup, a shorter story should displace it, in position, if it carries a larger

NIGHT TESTS OF DRIVERS CLOSED

Decrease In Number Taking Examinations Cause Of Change Of Hours

Decrease in the rush of motorists to renew their drivers' licenses under provisions of a new state law has led Chief of Police John D. Fraser to eliminate the Wednesday and Saturday night examinations and to let two clerks employed in the bureau in the basement of the police motor building.

The bureau is now open each day from 8 a. m. to 5 p. m. and is in charge of Orland F. E. Carver of the police department. Before the administration law went into effect, the average had been 100 during the first few weeks the office was open.

Thermonde Yacht

So the 11,175 persons have taken the examination, Chief Fraser said, while 9,000 of the number applying to Glendale have failed to receive their licenses.

A record for driving automobiles unsupervised in the United States was established by a 10-year-old grandson of one man, to the great bewilderment of the grandfather, when the boy was legally entitled to operate the machine.

Right Without asked the puzzled man.

Right Wrinkle

An exhaustive reply brought from the clerk a comment that she had never known drivers taken were less conscious in ten to 1936.

Many of the applicants, Carver declares, lacking another chance at the card. "That's wrong. I've put in my mileage."

A woman who confessed to the fact that she had driven a car for a friend a license was disturbed in appeal to the motor vehicle department in order to use Angeles. Persons who are asked here only to those making application for licenses.

"Only one more experience" marvelled the clerk. "You'll have to go to Los Angeles. Can you take more chances than that?"

Wife Tested

"The time and a half I would," replied the woman applicant.

Further inquiry revealed that she had just bought a new car had driven it home from the agency. An accident had been reported she could drive anywhere.

"I don't care how nature it," said she both in the bureau. "No more chances for me. I'll have to learn that some persons don't know whether they're sane or insane. I'll be satisfied if I can get a driver's license without any test or three years and which answer was right."

Camp Fox Equipment Returned To Mainland From Catalina Island

Following the closing of Camp Trench in Pine, Glendale Y. M. C. A. camp on Catalina island, equipment was returned to the mainland on the Santa Rosa Saturday the steamship of Raymond L. Butterfield aboard the chartered launch, the Pat V. Day.

For the purpose of transporting the equipment from the island to the mainland, Paul Richardson drove the old Y. M. C. A. truck to the landing at San Pedro.

Bob Kellogg, general secretary of the local Y. M. C. A., said Bob Richardson, boys' work secretary, returned today from Catalina.

Methodist Church To Hold 'Family Night' Dinner For Members

A dinner will be served in the North Glendale Methodist church parlors for the members at 7:45 o'clock tonight, it is announced by Rev. Frederick W. Hall, pastor of the church. The occasion will be known as "family night."

Plans to enlarge the church program, as outlined for the coming year, will be explained by members of the executive board.

Colonel O. B. Green of McPherson, Kan., will be available with songs and impersonations.

Alice Gown Shop

200 So. Orange at Harvard

"Out of the High Rent District"

Which enables us to sell high grade gowns at moderate prices.

Complete New Fall Lines

In all of the popular modes including extra sizes, georgettes, and velvets.

Coats, Dresses and Ensembles

Also Latest Styled Felt Hats for Fall

Motorcyclist Injured In Crash With Sedan On Colorado Avenue

Injured when his motorcycle was in collision with a sedan at Colorado and Everett last night, O. A. Hall, 1128 Everett street, was removed to the Physicians' and Surgeons' hospital by Kiene & Bywater's ambulance and is said to be in his right foot fractured.

The accident was investigated by Mrs. J. E. Delahanty, 1825 Orange drive, according to J. H. Lauritsen, police department.

The driver of a sedan was arrested by the police. Colorado was disputed when the crash took place. It is on page 2 of the Copy section.

AUTO CRASH KILLS FORMER TEACHER

Wreck in Ohio Takes Life Of Captain Henry Moore, Ex-Instructor Here

Word has just been received by Richardson C. Pyle, assistant superintendent of city schools, of the death early Saturday morning in Columbus, Ohio, of Captain Henry Moore, aged 31, former high school instructor here, who left Glendale in 1927 to serve in the Columbus aviation field at Dayton, Ohio.

Captain Moore was a captain in the United States army during the World war, was well known in Columbus. He came to this city in 1926 and taught manual training for three years in the Glendale high school.

Captain Moore is said by relatives to have been killed in an automobile accident near

head. Heads of a minor nature may be classified as 18-point and smaller, usually from 14-point down.

A systematic arrangement is necessary for the neat appearance of a page, and by this is not meant exact typographical balance, as old-time printers might insist, but an arrangement with particular reference to playing the stories for their full news value, creating variety in makeup, and exercising due regard for order. An attractive makeup —one that is full of "ginger"—has much to do with the appeal which a newspaper presents to its readers.

Inside Makeup.—While especial pains should be devoted to page 1 makeup, by no means should the makeup of inside pages be neglected. The general style of page 1 should be followed in the inside pages so far as is practicable, making due allowance, of course, for advertisements, a problem not encountered on the first page. Arrangement of inside makeup necessarily must be governed by the space, often 75 per cent of the whole being allotted to advertisements. Neatness in makeup, nevertheless, can be effected with the news on these pages, keeping the more important stories in top position.

Justification of Columns.—Justification is the placing of leads and slugs between stories and the inserting of leads between the lines of stories and above and below subheads in order to bring the type in all the columns to an equal length at the bottom of the page and to permit locking of the type form and conveying it to the press, or for stereotyping; but it is rare that stereotyping is used in a country newspaper.

Printers often are careless in the matter of justification. Rather than exercise care in fitting the stories in the column with reasonable accuracy and bringing the type slugs virtually to the bottom of the form, they will permit as much as an inch or an inch and a half of space to exist in some columns, while in others the type will extend to

THE ORANGEMONT COURIER

TWELFTH YEAR—No. 8 ORANGEMONT, CALIFORNIA, SEPTEMBER 5, 1929 $2.00 THE YEAR

TRAFFIC CONTROL IN GLENDALE BIG POLICE PROBLEM

Chief Fraser, In Report To City Manager, Declares Difficulties Increase

One of the major problems confronting the police department today in Glendale is traffic, which has been increasing at a rapid rate, and unless some speedy attention, it is stated by John D. Fraser, chief of police, in his annual report just filed with J. W. Chadeville, city manager.

Many men must be assigned to control traffic and prevent accidents, the report states. This is especially true since the Grand Central Air Terminal was opened.

"So far we have been able to give satisfactory service," says Chief Fraser, "but the time is coming in the near future when it will be necessary to have more officers assigned to this class of work."

Cost Of Operation

Accidents during the past year resulted a total of 477, in all of which there was personal injury or damage to city property. Twenty-seven persons were killed in these accidents and 497 injured.

The cost of operating the police department during the year was $196,327. Comparisons with police departments in other cities of approximately the same population as Glendale above this city's police force in operating as much less per capita per 1000 population than any other city in the state. The cost of arrests and carrying out warrants is higher than most of those cities located at points farther inland or large city on which we depend," mentioning Chief Fraser.

Burglaries Increase

Burglaries increased to 206 from the record of 198 in the previous year. Burglary attempts totaled eleven, less than half the number listed in the year before. Robberies were twenty-one in number, two less than in the previous year. Only four cases of grand theft were listed and six instances of petit theft perpetrated. Bad check cases totaled fifty-seven, or about half the number of the year prior.

Homicide was the top placed on twenty-three complaints before the department. Forgery was the charge in twenty-two cases, one hundred less than for the previous year.

Many Correspondences

During the year the chief received 5,000 letters and sent out 4,875 letters, showing a large amount of detail work connected with the chief interviewed five persons.

Fifty-two lawyer cases were investigated compared with ninety in one twelve months before. Six homicide cases were to the attention of the law.

Missing persons reported aggregated 170 and 156 were found, leaving fifty unaccounted for. Twelve suicides were reported, two more than in the year previous.

Arrests Largest Item

Prisoners confined in the city jail remained 702 or sixty-six less than in the year before. Thirty-five of these were women or girls. One of these furnished prisoners during the year was 6572.2.

Mileage traveled by cars used by patrolmen and motorcycle officers, to traverse the precincts was aggregated 186,813.

Editor Of Veterans' Publication To Speak On Hospital Service

Edward F. Schulz, editor of the Spanish-American war veterans' paper, Veterans' Patrol, will deliver an address at 8 o'clock tonight before the meeting of the Glendale post of the United Spanish-American War Veterans' organization to be held at 301-A West Broadway.

Schulz will speak on projects and how to secure them. He also will talk on hospital service, which will be discussed, as claimed to be one of the rights of the Spanish American war veterans.

Boy Football Players Injured In Practice

Two boys engaged in football practice at Glendale Union school were injured, one suffering a broken arm and the other a broken nose. Both were given first aid treatment at the health department.

Richard Vanlue, aged 14, living at 1309 East Colorado, suffered a broken arm, the break being made by Dr. C. M. Taylor at the health department.

Robert Haas, aged 15, residing at 1240 Garner drive, sustained a broken nose. He was given temporary treatment by Dr. Riley Bonnell at the health department and sent to his family physician.

DOG ATTACKS BOY

Attacked by a dog owned by a neighbor, George King, 1125 East California, a newspaper boy, this morning suffered a painful bite. He was given first aid by Police Sergeant Whitman and the injured lad to the Glendale Memorial Group for adoption.

Turn-Right Against Signals Now, Except Brand And Broadway

Chief Fraser Issues Order Effective At Once For Speeding Up Traffic

Making a test of a system of signals while supervision adopted to secure a speeding up of traffic, Chief John D. Fraser today issued orders effective at once permitting cars to turn right into the main traffic thoroughfare into as any street intersection whether or not signals are set against them or not—with the exception of one street only.

Before the order of cars have been permitted to turn right into the main thoroughfare, a careful study of the traffic conditions by cars to the right without waiting for the signal to change.

The new order applies to all intersections controlled by automatic signals, with the exception of Brand and Broadway.

JUSTICES REFUSE TO ACCEPT SUITS

Jurisdiction' Question May Be Settled, Through Technical Action

To determine whether Glendale municipal court has jurisdiction in $5,000 damage suits, Judge Hugh Craig today refused to accept suits filed by Judge Harry W. Chase as well as other similar cases in Los Angeles county have been filed in the municipal court of Judge Craig's office.

According to Judge Chase the cases have been filed in connection with the Chevy Chase Park Co. tract of which Judge Chase is a member, and provide for increased damages in the event of the non-fulfillment of contracts.

Proposed Revision Of City Charter Up For Discussion At Meet

The North Glendale Improvement association of which J. W. Stevenson is president, will resume its regular meetings next month. The association bought in the subdivision of the same name in 1923.

The organization is one of the most active in the city and has been instrumental in the passage of many ordinances.

The proposed revision of the city charter will be discussed as will the matter of better lighting by the city. Everington will preside.

Eugene Field School Two-Room Addition Accepted By Board

The two-room addition and classroom work at the Eugene Field school building was formally accepted by the Board of Education trustees last night.

Members of the board, of which L. E. Olson is president, met at the school with Hollis Richardson, superintendent of city schools Judd T. Dale, schools' business manager, and a representative of Gerrge M. Lindsey, architect, to inspect the building.

The Board of Education is scheduled to accept the Benjamin addition tomorrow.

Students Registering For Fall Term Work At Junior College

Students were being registered today for fall term classes at the Glendale Junior college. The college is located in the old Harvard grade school building.

The registration will continue today and tomorrow. The hours are from 8 a. m. until 4 p. m. Classes will begin Monday, September 16.

English 1A will be offered at the college at 8 a. m., Friday, and the following subjects examinations at 9 a. m. Saturday at the Broadway High school.

Dr. Lewis Hanke is to be the chief Nuhn's death was due to suffocation, though final report to that effect was withheld awaiting outcome of an investigation by the coroner's office.

Nuhn, pharmacist for the Gray store, was discovered in a chair in the rear of the prescription room at 8:30 a. m. Tuesday and Roland Lyal, business agent of the 254 West Broadway, who rendered the alarm to physicians in attendance.

Dr. Hanke's theory was blamed for the man's act. He had been employed at the Gray store for ten days.

COUNCIL ACTS TO END CHEVY CHASE POWER LINE ROW

Orders Poles Located Along Parkways If Owners Still Refuse Land

If owners of property on Chevy Chase drive continue in their refusal to furnish the city with rights-of-way for a transmission line for the public service department's use, the city will place the poles in such ways on that street, it was decided by the city council last night.

Demand that the city furnish its rights-of-way to the Pacific Light and Power Corporation, to maintain ten miners lights at a cost of $1.50 per month, was made by Woodlands was made on the council by the owners. Chase claimed the difficulty has been encountered in that the city has failed to furnish the rights-of-way, it was declared.

If the additional easements cannot be had immediately within thirty days the necessary poles and lines will be placed on the parkways on Chevy Chase drive, it was decided.

Petitions asking old homes behind Chicago Woodlands park to underground wiring is being a serious annoyance to residents, it was stated by the P. P. Newport Co. in addressing the council.

Depreciable Values

Depreciable values, however, are not to be changed, it was declared by the council, the depreciable real estate values according to the figures already established.

The Newport company's petition was referred to the city attorney and will be on the council's next regular meeting.

Construction of sidewalks on Broadway between Pacific and Isabel streets was ordered to begin as soon as possible.

Resolutions for the banner to the Glendale Realtors' board and life of the Glendale Realtors' board and life of the Glendale Realtors' board and life of

THE ORANGEMONT COURIER

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HUNG JURY CHARGES TO BE PROBED

Claim Confession Is Made by Alleged Go-Between

Why radio shortage of a "living hero" evening stirred the sweltering which, if proven, might mean the arrest Wednesday of the rest, breadth of notorious brake rights and Mrs. Lola Pantages.

From while the Rev. R. F. "Bob" Shuler has failed statement to his court for a hearing on his charges that there was a "hung jury before a day of progress had been heard," Mrs. Pantages, wife of the theater magnate, made a surprise witness would call here by the end of "ninety of thought." If he would arraign a meeting between Assistant Prosecutor Buron Fitts, other leaders reached the Orpheum.

Besides Shuler the Rev. Gridley Hadley, pastor of the Trinity Methodist Presbyterian church, was expected to be present this afternoon at the inquiry into the "hung jury" charges.

Synod of Mystery Due

Synod of mystery that may be, behind the appearance of the weighty witness rumored as an explosive bombshell in the long controversial action of the king over local dynasty are: Bond, indicted that they had "fixed the" jurors in the trial in which Fatty Arbuckle was charged with manslaughter in connection with the death of Virginia Rappe.

Mrs. Pantages' telephone surprise the instigated arrest of the "hung jury" report by many would-be witnesses, who have been in the local automobile colleges, which the Rev. Lou Pantages is another charges, was produced in court today by Deputy Assistant Matthew Brady.

The main subject to a defense witness, was Nancy Lee, member of Shuler's choir.

Two Other Men in Car

He declared he had seen men in the automobile with Mrs. Lee on the night of the murder of Wm. Pantages and Richardson. He said one of the men had a badge and might have been a police officer. Mrs. Lee was said to be a resident in the car.

He proved a valuable witness when he said he had heard both wives are appearing when Mrs. Pantages' ex-husband.

Bey Under Indictment

Judge Hardy ordered a prosecution of the Rev. Shuler, pastor of the Church of Shuler, to be held before Judge Hardy this morning, under oral charges that he made broadcasting remarks and that he had said that Mrs. Pantages already had "hung."

Chief Prosecutor James P. Cotton said that he would ask for a continuance this day that he had been a "go-between" in arranging a meeting of Assistant Prosecutor Fitts and the husband of the defendant, but that he would not be ready to call the latter witness at the trial. Cotton said the "go-between" was Joel B. Tobin.

Actress Swallows Poison but Calls For Aid Afterward

Temperament, threatening "farewell" and short letters, because of unpersuasive, were responsible for the attempted suicide of Miss Lucille Love, actress, who swallowed a dose of poison in a hotel room.

Believing to her apartment the night before, Miss Love wrote a letter to her son, Jack, detective said, after rendering the usual dose, became frightened and telephoned to Frank Hall, assistant director of the Hollywood Studios, who rushed to the apartment, he called Dr. Elmer W. Lake of the Hollywood hospital, who saved the actress' life.

According to Dr. Lake, Miss Pickens probably will be able to leave the hospital within a few days.

MILK ON RUN CHARGED

John Doe, delivery man for the Pure Milk company, was arrested by police on charges of having watered the milk he was delivering.

'Gin for Purpose' Prompts Term of 60 Days in Jail

James Jackson, negro, living at 1244 Fifty-fifth street, informed Judge Hardy this morning that he had a purpose.

Jackson, who waited by Washington Charles in Bogus city he was in possession of a bottle of gin, explained that he had "gin for a purpose, your honor."

"But what was that?" Judge Hardy asked the negro.

"For the purpose of drinking," Jackson answered promptly.

Judge Hardy, again quoting Bret Pitt-Pitt street, informed the negro that drinking was a crime in his court.

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MODESTY LETS BURGLAR RUN

Man in Pajamas Will Not Give Chase to Early Prowler

Sentence A. E. Pierce (modesty) was even greater than his modesty, Sentence assigned rich Mr. Pierce's six years and not to much Mr. Pierce's modesty, Mr. Pierce's modesty kept him in bed when a burglar was in his home and stole modesty's assortment of 475 pieces of silverware.

Mr. Pierce was not police that he was awakened early this morning by a noise. He sat up in bed and asked, politely, "Who's there?"

Mr. Pierce's modesty prevented him from getting out of bed to see who it was that "who's there" that was disturbing his slumber. Mr. Pierce's modesty kept him in bed when a burglar was in his home and stole modesty's assortment of 475 pieces of silverware.

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SHAVEN, SHAVEN, SHAVE.

GAGGED BY BARNEY PAID.

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BANDIT ROBS THEATER OF $200, FLEES

Cashier Hands Over Cash on Gazing at Automatic

While a large audience enjoyed a comedy picture showing on the screen of the Pilasters theater, 1270 Main street, yesterday afternoon, a lone bandit held up the cashier and robbed her of approximately $200.

It was at 1:20 o'clock and the usher of the theater was crowding the aisles with the usual throng of spectators, when the bandit stepped up to the ticket window and, covering Mary E. Orchard with a large automatic revolver, demanded that she hand over the money in the cash drawer.

Miss O'Connor pushed about $200, mostly in bills, through the window opening. The young bandit walked hurriedly from the theater.

Miss Orchard notified the police, who, in the theater viewing a program, immediately broadcast an alarm for the bandit.

WOMAN, HEATED, SEES, GAGGED BY BARNEY PAID.

Mr. Pierce was not police that he was awakened early this morning by a noise. He sat up in bed and asked, politely, "Who's there?"

Mr. Pierce's modesty prevented him from getting out of bed to see who it was that "who's there" that was disturbing his slumber. Mr. Pierce's modesty kept him in bed when a burglar was in his home and stole modesty's assortment of 475 pieces of silverware

full length. In order to fill out this space, the makeup man will slip slugs above and below dashes that separate stories, insert leads between the lines of an entire story, and sometimes double lead part of the story. Careless leading produces an undue amount of white space in a page and is evidence of slipshod workmanship. When the type is a trifle too long for the column, dashes will be omitted between the heads and the stories. Jerking dashes gives a page a slovenly appearance. On inside pages it is permissible to use for justification what are known as fillers. Fillers are items of from one to five or six lines in length on miscellaneous subjects and suitable for use at any time. They may be kept set up, and may be inserted, as occasion requires, to fill out a column if they are used rather sparingly. Brief local advertisements and office liners also are handy as fillers. Under no circumstances should fillers, office liners, or paid readers appear on page 1. Every item on page 1 should be strictly news and should carry a head. Personal items, unless of sufficient importance for a head, should not appear on page 1.

First Page Makeup.—So many forms of makeup for page 1, or any other page, for that matter, may be devised, that only a few suggestions can be given. Makeup of the first page should be changed with every issue, yet it should follow the general principles of the paper in head styles. Variety in makeup enhances reader interest. Trick and freak makeups are to be deplored. The accompanying plates give a general idea of makeup.

Cuts.—Cuts, or photo-engravings, especially of local subjects, are of tremendous help in creating interest in a story, building good will for the paper, and decorating the page. Single-column portraits of persons prominent in the community, of persons whose names appear in the news from time to time in connection with community activities, are of great value to a newspaper. They may be filed away and

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BROUGHER SLAPS 'SUNBACKS', TOO BARE, HE STATES

Minister Urges Young Folk Of Church To Set Good Example In Attire

Rich fash ouffs for girls and boys are displayed in the new fall and winter fashions that Uncle Sam's Women's Army Auxiliary Service submission exhibited Saturday afternoon and evening at the Hotel Ambassador, but J. Whitcomb Brougher, pastor of the First Baptist church, is not impressed.

At the morning service he spoke on the subject topic, "Are Bare Backs Raising Hell Generally?" while in the evening he preached on "Is There a Right to What Pleases Us Most?"

Text Is Given.

"Modern clothes has proved that the sub chasing devotee from the Orient is right in his claim to superiority, he said. "For a time back the cut the style after mutilated the waist line, and then the style of Eve-ning gown came into vogue and we were treated to four inches of bare back. Then we had the low front, low back and belly dress, a wrench pulled too low in front.

"Forty years, then our back and the belly fit, and what a fine of hot time we had in the old town then. Now and then nudists and bare backs be duly proven, which is some-ing that I am not prepared to say, let's proceed back to the era of a medieval modern-ism, starting for example with the Garden of Eden. I have no desire to be a Mohammedan. Were shaving done away and going back to the days of Adam and Eve, I guess men can take it as well and to laugh that they allowed men.

Market Exposure

"If anybody could expose more of his body than a woman, I would like to see him. I am not prepared to do it, I just naturally don't want to. I am not built that way. I am not built that way. Let's pretend we are from a lab around to see of those who are built that way, and I am willing, you or prefer.

"Now the question of whether or not we should have bare backs and bellies at festival dress fashion is one that doesn't interest me one bit, since we have no such dress in our church. Why should I want to do it? I am not built that way. I am not built that way. I am not built that way.

used again as occasion warrants. It is well to file in the "morgue," as it is called in newspaper parlance, cuts of all county and city officials, civic leaders, heads of the principal lodges and other organizations, merchants, ministers, and other persons of interest to the community. If a fairly complete local morgue is maintained, seldom will there be an issue of the paper in which one or more of these cuts cannot be used.

Photo layouts of local subjects also are interesting, but they have two disadvantages. First, they are more costly than single-column portraits, for engravings are sold on a basis of area; and layouts require much space—from two to six, seven, or eight columns in width, and considerable depth. A layout three columns wide by about six inches deep gives a pleasing effect, if only a few photos are included. Crowding the space entails a corresponding reduction of the engravings, with a consequent loss of detail. The second disadvantage of layouts is that seldom can they be used again in the paper.

It is well, also, to have in stock cuts of principal buildings in the community, such as the courthouse, public schools, the city hall, stores, office buildings, and churches.

Half-tones for newspaper work are made of zinc and should be of a coarse screen so that they will print well on newsprint. When the paper is printed direct from type rather than from stereotype plates, it will not be necessary to have an extremely coarse screen. Eighty-five lines to the inch is suitable for direct printing on newsprint. For finer work in the commercial department, when book or enameled paper is used, copper half-tones of very fine screen are required, depending, of course, upon the surface of the paper on which the cut is to be printed. It is not advisable to attempt to use copper half-tones in a newspaper, for usually, because of the fine screen and the coarseness of the paper, the results will be far from satisfactory. It is better to omit

a cut from the paper than to use one that does not print well.

Suggestions for Class Work

1. If you were publishing a country newspaper, would you establish a minimum number of pages for each issue, regardless of the volume of advertising carried, and rigidly adhere to this rule? How many pages do you believe the average weekly paper should contain in order to make a respectable showing? Do you believe a country paper ever should drop below eight pages? If so, under what conditions?
2. What percentage of the paper do you believe should comprise reading matter and what percentage advertising? Do you hold that, in emergency, 80 per cent of advertising is justified rather than increase the size of the paper two pages and thereby reduce the advertising to 64 per cent of the total space, with increased cost for composition for news matter and press work and additional expense for white paper for two extra pages? Do you believe it well to strive for 50 per cent news and 50 per cent advertising? If you carried an average of 1,000 inches of advertising a week in a six-column paper, how many pages do you believe you should print in order to accommodate this business and the proper amount of news? If the advertising ran 500 inches? If it dropped to 200 inches? Are you of the opinion that unexpected advertising which is received near publication time should be accepted, and that news should be crowded out or condensed in order to provide space for the advertisements? Under these circumstances, would you reject the advertising? If so, why? If not, why not?
3. Draw rough sketches or dummies of the pages of an eight-page country newspaper and indicate on them the nature of news that each page should carry in order to expedite the printing process, remembering that four pages are printed at a time and that one press run must be completed a day in advance of publication day or, at the latest, on the morning of publication day.
4. Using dummies the actual size of a newspaper page, lay out an eight-page country weekly, first marking off spaces for

60 per cent advertising and placing the advertisements on the pages pyramid style. Then, with stories clipped from a first-class country newspaper, or from several issues of the paper in order to provide a wider range of material, make up a specimen newspaper by pasting the clippings on the pages in a systematic manner in the way you believe the paper should be made up. Attention should be paid particularly to the news value of the stories and to typographical excellence in the layout, but, of course, disregarding the time element if stories from several issues are used. Be sure to include in the layout personals, briefs, and departmental matter, as well as editorials. In other words, make up a complete country newspaper. All the clippings need not be used, the purpose of the exercise merely being to test judgment of news values and newspaper makeup. The exercise may be tried with pages of six, seven, and eight columns. If all the desired heads are not to be found in the clippings taken from a certain newspaper, clippings of heads may be taken from other papers, but care should be exercised to insure that the heads harmonize.

5. Criticize the makeup of a number of country papers and tell how you could improve them.
6. Disregarding the limitations of the newspaper press with which the country weekly's plant is equipped, would you, as a publisher, decide on a page of six, seven, or eight columns with a depth of 19¾ inches for the six-column size and 21 inches for the seven- and eight-column widths?
7. Pick out in country paper stories heads which overbalance the text. Stories in which the text is too long for the size of the head used.
8. What is your opinion of continuing stories from one page to another?
9. What opinion do you have as to the value of local cuts in a country newspaper? Do you believe that the advantages justify the cost?

CHAPTER XIX

TYPOGRAPHICAL STYLE

Composition.—All newspapers except the very smallest of rural publications now set practically all of their type by machines. The Linotype and Intertype, slug-casting machines which set the entire line of type on a single piece of metal, have invaded even the most remote fields and have simplified the work of the newspaper publisher, greatly increasing the production of his shop and adding handsomely to his profits.

Besides setting the body type of the newspaper, modern typesetting machines have become so wide in their range of production that they now are utilized for much composition of display matter for advertisements as well as for setting heads.

The Ludlow type-casting machine for the exclusive casting of display type also now is in use in larger country offices and is of great advantage in the composition of both advertising and job work.

Advantages of type-casting machines are numerous, but they center upon two things—speed and economy, both of which are essential in every properly conducted newspaper office. Casting on slugs does away with the necessity of distribution of type, which formerly required much time by journeymen printers. Indeed, some newspapers have gone to an entirely non-distribution system by which the whole page, after it has served its purpose, is remelted. Even column rules, cut-off rules, and borders are especially cast and then remelted with the type.

Body Type.—A Roman face is best suited for the body type of a newspaper. Many variations of this general type face are to be had in matrices for use in typesetting machines. Each matrix carries a light-face and a black-face type. It is well to choose a type face with care, for, once a machine is equipped with matrices, it is a costly matter to change to another style.

The size of type is based upon what is known as the point system. Formerly, type sizes were designated by name, but now they are known almost entirely by number. Brilliant type is 4-point; diamond, 4½; pearl, 5; agate, 5½; nonpareil, 6; minion, 7; brevier, 8; bourgeois, 9; long primer, 10; small pica, 11; pica, 12; English, 14; Columbian, 16; great primer, 18.

Type sizes are shown in the following specimens:

POINT SIZE	NAME
4	Brilliant
4½	Diamond
5	Pearl
5½	Agate
6	Nonpareil
7	Minion
8	Brevier
9	Bourgeois

POINT SIZE	NAME
10	Long Primer
11	Small Pica
12	Pica
14	English
16	Columbian
18	Great Primer

Most newspapers use for their body type either 7-point or 8-point. Some use the 7-point type on an 8-point slug for the purpose of allowing a trifle more white space between the lines and thus making the printed matter easier to read. A few country newspapers are printed in 10-point. Arguments in its favor are legibility and the fact that 10-point fills the column rapidly and thus reduces the cost of composition. However, 10-point cannot be recommended as a suitable body type for newspapers. It is of advantage

merely in setting leads when unusual emphasis is to be placed on the story, and for setting editorials, when wide measure is employed. A legible 8-point type probably is the best all-around size for country newspaper use for straight news matter. However, 7-point is gaining in favor.

Every country office also should be equipped with 6-point type, which is desirable for setting legal notices, long lists of names, programs, and the like. It also frequently is required in job composition. Twelve-point matrices, or mats, are virtually a requirement in the country newspaper office. Twelve-point can be used for important leads, and that size is admirably suited for the body type of advertisements. The black-face in that size is of great value as a head letter for minor stories and in the composition of banks for larger heads.

Column Width.—The unit of type measure is the em. It is the space formerly occupied by the letter *m*. The em is a square of the measure and, for the purpose of linear type measure, is based upon 12-point. A line having a width of 12 ems pica, then, would be equivalent in width to the depth of 12 lines of 12-point or pica type. This width is two inches between column rules. Column rules usually are 6 points in width.

Formerly, 13 ems was the standard width of newspaper columns. Within the last few years, however, practically all large newspapers and some of the smaller ones have reduced their column width to 12 ems. Under the 12-em plan, the width of seven newspaper columns would be reduced 7 ems. By reducing the margin of the paper 5½ ems, an extra column and the necessary column rule are crowded into a sheet of paper practically the same size as that required for seven 13-em columns. Thus an extra column is made available, either for news or advertising, at no greater expense for paper and at only a slightly higher cost for composition. This feature is highly

desirable for newspapers having a large circulation and demanding a high advertising rate. But whether the extra, crowded column is of great value to a weekly newspaper is doubtful.

In setting type in double-column measure, the width for papers using the 12-em column is 24½ ems, and for those using the 13-em column, 26½ ems, allowing one-half em, or an en, for the space normally occupied by the column rule. Editorial matter sometimes is set to the width of a column and a half. Two columns set to this width occupy the space normally utilized by three columns of straight news matter. Type which is set in an odd measure and which does not conform with the standard of a certain newspaper is said to be "bastard" measure. These odd measures are necessary in enclosing small cuts in the reading matter and in setting advertisements. A line 9½ ems long would be bastard measure, as would one of 14 ems.

STYLE

Indentation.—Paragraph indentation for single-column matter should be one em; for double-column, two ems when using 6-, 7-, or 8-point type and one and one-half to two ems for type of larger size, depending largely upon the typographical appearance as will be evidenced after the paragraph has been set. Newspapers should adopt a standard style of indentation and insist that their compositors follow it.

Emphasis often is given to an outstanding paragraph in a news story by indenting the paragraph one em on each side. Sometimes, besides indenting the paragraph, it is set in black-face. Again, it may be set effectively in black-face without indentation. Indented black-face, however, is far more outstanding than black-face of regular measure or light-face indented, as is evidenced in the following examples:

Charles Smith, an Abbotsford attorney, escaped death almost miraculously at 5 o'clock Wednesday afternoon when a big sport roadster that he was driving shot off a sharp turn on the mountain highway near Summitville and, rapidly turning over several times, plunged 100 feet into the canyon below.

Smith owes his life to the fact that, as the car began its wild tumble down the sharp decline, he was thrown clear of the wheel; and while he, too, eventually reached the bottom of the gulch, he was fully 40 feet from the car as they rolled toward the bottom.

The accident was witnessed by Marshall M. Clark, a rancher residing near the scene of the crash. He took Smith to his home in Abbotsford. Smith is suffering from bruises. The car was wrecked.

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When a quotation, which appears in the body of an article, is indented, quotation marks should be omitted. The fact that the quoted matter is set in such a manner that it is distinguished from the rest of the story is sufficient.

Another form of indentation is that known as hanging indentation. In this style, the first line is set flush and each succeeding line of the paragraph is indented one em or one en from the left margin only, the line continuing on the right to the full width of the column. The hanging indentation seldom is used in straight news matter. Its greatest use is in connection with legal notices. It is employed also for setting classified advertisements. An example of hanging indentation used as the lead of a story about a grade-crossing fatality and coupling with the story other fatalities that have occurred at the same crossing may be seen on the following page.

Fatalities at the Maplewood crossing of the Great Eastern railroad in the last three years:

John Wilson, farmer, killed Sept. 24, 1925, when his automobile was struck by a limited passenger train.

Mrs. Thomas Ripley, died May 12, 1926, from injuries received three days previously when her automobile stalled on the tracks in the path of a freight train.

Seth Boydston, 10-year-old schoolboy, killed Dec. 6, 1927, during a blinding snowstorm which obstructed his view of an approaching train as he was walking across the tracks on his way home from school.

Charles Rivers, who lost his life Monday as a fast passenger train hit a wagon laden with wheat which he was delivering to town.

The hanging indentation should be followed by a nonpareil slug or a 3-em dash, and then the story of Rivers' death should be told. If desired, the entire hanging indentation, together with the introduction, could be boxed. The chief purpose here is to recall vividly the deaths at this dangerous crossing. The hanging indentation can be effectively used in many instances.

Black-Face Type.—Black-face type is of great advantage in news matter for placing emphasis on a certain story or a part of a story. Besides the use of black-face type for stressing a significant paragraph, it may be used for setting entire stories either full measure or indent. The style is appropriate for short, snappy stories which, however, should be further distinguished by a freak head.

Short, freakish, or unusually important stories also are given added emphasis by setting them in black-face type in a box.

Explanatory lines under a cut look well in black-face

type, either full measure or indented one en on either side for a single-column cut and one em for a two-column or wider cut.

Subheads should be set in black-face type of either caps and lower case or all caps, depending upon the style of the paper. Frequently it is desirable to set subheads of the more important stories in black-face caps and those of the lesser stories in caps and lower case. Black-face type also is utilized for one- and two-line heads over small items. Either all caps or caps and lower case can be employed for single-line heads and all caps for two-line heads.

Tabular Matter.—Tabular matter does not present a pleasing typographical appearance in news columns, yet sometimes it is impossible to avoid it. This is true with reference to election returns for which the publication of a large number of figures is required to convey to the readers data in which they are interested. Aside from election returns and a few other matters, however, the interest that the average reader will manifest in tables of figures is slight. Tabular matter is costly to set in type, its news value is not great, and it is well to avoid it, except where absolutely required.

Leaders.—Leaders consist of a series of periods or short hyphens occupying a position on the line similar to that of the period and extending from the end of a word or group of words on the left of the column across an otherwise open space to the start of a word or group of words in the center or on the right side of the column. Leaders are used chiefly in news columns in setting programs.

Program Style.—In commercial printing of programs, what is known as "program style" is the accepted form of typography, and some newspapers adopt program style in printing programs as news matter. However, it is broken, full of leaders, hard to follow, and displeasing to the eye. For the sake of condensation and to avoid glaring

white spots or leaders on the page, most newspapers insist that programs be set solid. Here is a program set program style:

Organ....Resurrection Morn....Malling
Miss Jessie Adams
Doxology and Invocation
Gloria
Responsive Reading....Selection No. 55
Hymn..Jesus Christ Is Risen Today
No. 226
Congregation
Scripture Reading.....John 11: 1-27
Tenor Solo.....Easter Morn.....Ross
James A. Jones
Quartet....Christ Is Risen....Mennhall
Charles Sampson F. W. Pierce
Earl Alberts Arthur Emmert
Prayer and Response
Offertory ..... Melody ..... Dawes
Trombone Solo.Open the Gates.Knapp
C. A. Livermore
Quartet....The Strife Is Over....Salter
Sermon.....I Am the Resurrection
Dr. L. W. Robinson
Hymn..Lift Up Your Voices Now..
No. 223
Congregation
Benediction
Organ..... Marche Jubilante .....Ryley

Run-In Style.—The program may be run in solid, or each number may be made into a separate paragraph. If names of composers of musical numbers are used, they should be enclosed in parentheses. However, it is not necessary to use the names. A complete run-in style, for the same program, using names of composers, follows:

Organ, "Resurrection Morn" (Malling), Miss Jessie Adams; doxology and invocation; Gloria; responsive reading, selection No. 55; hymn, "Jesus Christ Is Risen Today" (No. 226), congregation; scripture reading (John 11:1-27);

tenor solo, "Easter Morn" (Ross), James A. Jones; quartet, "Christ Is Risen" (Mennhall), Charles Sampson, Earl Alberts, F. W. Pierce, Arthur Emmert; prayer and response; offertory, "Melody" (Dawes); trombone solo, "Open the Gates" (Knapp), C. A. Livermore; quartet, "The Strife Is Over" (Salter); sermon, "I Am the Resurrection," Dr. L. W. Robinson; hymn, "Lift Up Your Voices Now" (No. 225), congregation; benediction; organ, "Marche Jubilante" (Ryley).

Paragraph Style.—The same program, omitting the names of composers and the numbers of the hymns, set paragraph style:

Organ, "Resurrection Morn," Miss Jessie Adams.
Doxology and invocation.
Gloria.
Responsive reading.
Hymn, "Jesus Christ Is Risen Today," congregation.
Scripture reading.
Tenor solo, "Easter Morn," James A. Jones.
Quartet, "Christ Is Risen," Charles Sampson, Earl Alberts, F. W. Pierce, Arthur Emmert.
Prayer and response.
Offertory, "Melody."
Trombone solo, "Open the Gates," C. A. Livermore.
Quartet, "The Strife Is Over."
Sermon, "I Am the Resurrection," Dr. L. W. Robinson.
Hymn, "Lift Up Your Voices Now," congregation.
Benediction.
Organ, "Marche Jubilante."

Lists of Officers.—It always is desirable to run in everything that may be treated in this manner. Lists of officers

of a lodge or society may be set paragraph style or run in. The paragraph style, with the name of the foremost officer leading the list and additional officers' names succeeding in the relative order of importance of the offices, is easier to read. In this style, the name of the office should appear first, followed by a dash and the name of the officer. Running in the names eliminates the excessive amount of white space that appears in paragraph style. Here is a list of officers set paragraph style:

> Worshipful master—Dale G. Eimers.
> Senior warden—Truman C. Keith.
> Junior warden—Herbert E. Brown.
> Treasurer—Aaron F. Parker.
> Secretary—Victor Peterson.
> Chaplain—Ernest L. Barber.
> Marshal—George D. Willey.
> Senior deacon—William K. Kibler.
> Junior deacon—Carlton B. Holt.
> Senior steward—Elbert W. Rhett.
> Junior steward—Robert O. Zumwalt.
> Tyler—Jesse E. Woods.
> Trustees—Albert W. Talkington, Arch L. Gilkeson, Jesse E. Woods.

A list of officers run in:

> Worshipful master, Dale G. Eimers; senior warden, Truman C. Keith; junior warden, Herbert E. Brown, etc.

The list may be leadered and set the full width of the column, but the leader style is not advisable. Specimen:

> Worshipful master.....Dale G. Eimers.
> Senior warden.....Truman Keith.
> Junior warden.....Herbert E. Brown.

Resolutions.—It is inadvisable for a newspaper to encourage the printing of resolutions, lest the paper be flooded with resolutions from fraternal, religious, and civic organi-

zations which seem to have a mania for bursting into print upon the slightest cause. Especially upon the death of a member do lodges in smaller cities send "resolutions of respect" to the newspaper for publication if they receive any encouragement to do so. There is no news in such resolutions. They become a nuisance to the newspaper. Most of them are mere stereotyped forms. Occasionally, however, a resolution has genuine news value and has a place in a story. A proper typographical form for a resolution is given here:

> The resolution, introduced by Carroll A. Parry, supervisor of the town of Highland Falls, read:
>
> "Whereas the military authorities persist in closing the public highway through the reservation to through traffic; and
>
> "Whereas the latest two Saturday afternoons the gates have been opened to all traffic without any inconvenience with the training or instruction of cadets; and
>
> "Whereas the reason for the opening of the gates on Saturday afternoons is that the authorities of West Point wish to make $1 on the football games, which sum is charged for admission to all who are not members of the athletic association; therefore be it
>
> "Resolved, that this honorable board of supervisors of Orange county petition the secretary of war to have the gates opened and permit the public to pass through the reservation without any restrictions."

A resolution, if used as a part of a story, should be quoted unless it is set with indentation or in black-face type. When a resolution stands alone or follows a brief introduction, it need not be included within quotation marks.

Division of Words.—When it is necessary to carry a word

from one line to another, the word always should be divided between syllables. One-letter divisions never should be made. Addition of *s* or *es* to a word does not make a new syllable. Such words as *classes* and *horses* cannot be divided. A word of one syllable is incapable of proper division. If a word of this character cannot be crowded into a line, the line should be spaced so that the word can be carried in the succeeding line.

Words ending in *ed, er,* and *ing* may be divided, and when the division is on the last syllable, *ed, er,* and *ing* only should be run over to the next line. When the final consonant is doubled, as in *running, winning, permitted,* the second consonant should be run over, as *run-ning, winning, permit-ted.* But when the consonant already is doubled in the root, the division should be between the final consonant and the suffix, as *tell-ing, cross-ing.*

Figures and the dollar and cent signs should not be divided unless absolutely necessary. In long figures, however, sometimes a division is unavoidable. When such division is necessary, it should be made at the place of punctuation of the figure, the comma remaining with the first part of the figure, as, *234,798,-565.* In the division of dollars and cents, the decimal point is carried on the line with the cents, as *$290-.76.* But, *$326,-747.90.* Initials of persons, or abbreviations such as *N. Y., S. D.,* or *U. S.,* never should be divided. If both initials will not fit in the first line, they should be carried into the succeeding line, and the short line should be spaced out. Also, the abbreviations *Jr.* and *Sr.* should not be separated from the name which they follow by carrying them to the next line.

In words ending in *tion* and *sion,* nearly always run over *tion* and *sion.* Also, *cient* is one syllable, as in *proficient, efficient.*

If in doubt as to the proper division of a word, a standard dictionary should be consulted.

Suggestions for Class Work

1. Study some hand-set country newspapers and note the small amount of news matter they carry compared with the volume appearing in weeklies that are set by machine composition. Are the hand-set papers progressive in their treatment of news? Is the news, as a rule, well written and adequately displayed? Investigation will disclose that these hand-set papers are published in very small towns, are printed in backwoods communities, or are owned and edited by old men, survivors of the school of journalism that rapidly is passing. Disregarding the fact that they are hand-set, do they give the impression that they are live, wide-awake, energetic publications?
2. Inspect the body types of various country newspapers that are machine-set and determine from comparison the size and type face you believe most practical for country newspaper purposes. A catalogue of type specimens is obtainable from the manufacturers of typesetting machines and will be of value in identifying and comparing type faces. Do you believe that 7-point type set on a 7-point slug is suitable for a country paper? Seven-point on an 8-point slug? Eight-point on an 8-point slug? Eight-point on a 9-point slug? Does a country paper set in 9-point or 10-point type possess a pleasing typographical appearance? Give the reasons that have governed your selection of a type face for the body type of a country paper.
3. Study the column widths in country and city newspapers. If you were operating a country newspaper, would you prefer the column width to be 12 or 13 ems? Outline the reasons for your preference.
4. Granted that your mechanical equipment were such that you could print with equal facility a paper six, seven, or eight columns wide and with a page length of 19 to 22 inches, what size page would you, as a country publisher, prefer? Give adequate reasons to substantiate your decision. Examination of pages of various sizes will be of material assistance in reaching a conclusion.
5. Study papers that use black-face type and indentation rather freely in the body of the paper and note the emphasis that is placed on certain stories and parts of stories by use of black-face and indented matter. Do you

think the use of a reasonable amount of both is effective, and do these forms of typographical treatment improve the appearance of the paper? Designate in an outstanding news story certain sentences and paragraphs that will lend themselves to treatment by being set in black-face indent. Why are these portions of the story of especial news value?

6. Note what use is made of hanging indentation in various newspapers. In your opinion, is hanging indentation effective?
7. What is your view as to the best style in which to set a program that runs in connection with a news story? Give reasons why you select a certain typographical style for programs.
8. What typographical style would you adopt for setting lists of officers of lodges and other organizations? Why would you adopt this style?
9. Check a country newspaper for improper division of words, split abbreviations, and the like.

CHAPTER XX

THE EDITORIAL

Editorials of Yesterday.—Editorials formerly were considered the most important part of the newspaper. The reputations of many of the most influential newspapers of the last half of the nineteenth century were builded upon the vigorous editorial policies that they pursued. The famous editors of that period devoted their attention primarily to editorials. News was a subject of secondary consideration.

Naturally, the newspapers in the smaller cities, and the country newspapers, gave prime consideration to editorials, for it was journalistic custom to do so. Often they were bitter, denunciatory, vitriolic. The editor was a writer of editorials. So far as the news was concerned, often it consisted only of brief paragraphs, even upon important happenings. News was written in a biased form. It teemed with editorial comment and was given little or no display. What today would be considered a big news story might be found in a single unheaded paragraph hidden in a column of one-paragraph items, each separated from the other by an ornamental dash, while matter of slight consequence but matter that struck the editor's fancy would be treated at length, perhaps in essay form.

News items were written in chronological order, and what now would be regarded as the feature of the story would appear in the natural sequence of the event and without undue emphasis being placed upon it. In other words, the feature was buried in the article.

But gradually newspaper methods changed, and there came a segregation of news and editorials. Comment was removed from news stories. A distinctive news style was developed, with the outstanding feature of the story brought out in the lead. Display heads were placed over news. Opinion was confined to the editorial columns.

Importance of Editorials.—While the function of the modern newspaper is to present the news, editorials continue to be given attention. Every well-conducted newspaper carries an editorial page, and the extent to which it is read depends upon the character and quality of the editorials and upon the appeal that they have for the reader.

Editorials that are poorly written, that show lack of thought on the part of the writer, those that are spineless or uninteresting, and those devoid of character naturally cannot command the interest of newspaper readers. A reader may peruse poor editorials for a time, but when, in issue after issue of the paper he fails to find editorials that are worth while, he eventually will pass them by.

On the other hand, intelligent editorials written in vigorous, compelling style, and notably those dealing understandingly with local subjects, will meet with a welcome reception.

Country newspaper editors often make the mistake of wandering afar in their editorial efforts and of neglecting the home field. They deal with weighty national and international subjects in which their readers are little interested. But there are community problems that need solution, and the editor can be of assistance in solving them. There are those that are entitled to public praise, and from the editor it can come in good grace. There are matters of public interest that need interpretation, and the intelligent editor can render genuine service by elucidating them. His opportunities to serve through the editorial columns are legion.

By giving the editorial page a reasonable amount of at-

tention, the editor can make it interesting, entertaining, and instructive, and one of the most valuable departments of his paper.

Editorial Typography.—Editorials should be set in a style that is distinctive from the regular run of news. Some newspapers make a special display of editorials, setting them in 10- or 12-point type and in wide measure, perhaps one and one-half times the width of the news columns of the paper; others retain the regular column measure of the paper and set editorial matter in the regular type of the paper, but give the editorials an effective appearance by leading or double leading the lines. If the paper is set in 8-point solid type, a pleasing effect for editorials is obtained by setting them in 8-point type on a 10-point slug.

Papers that are regarded as more advanced in journalistic practice for the most part have adopted larger type and wide measure for editorials. This method of display lays stress on the editorial page and makes it distinctive.

The Placing of Editorials.—The lead editorial should be placed in the left column of the editorial page immediately under the masthead of the paper, which properly belongs at the head of the editorial page.

The masthead should contain the name of the paper, the date of founding, frequency of publication, the names of the owner, publisher, and editor, the place of publication, the subscription price, notice of entry in the postoffice as second-class matter, and date of issue, together with such other data as may be desired. It is well, however, not to include too much material in the masthead, which should be set in neat form.

Under the lead, other editorials may follow. Their length varies from a single paragraph to a column or more. The editorial of more than one paragraph requires a head, which usually consists of a single line of capitals, centered, with at least one em and preferably more indentation. A neat

form is obtainable by setting the head in black-face capitals of the same size of type used in the body of the editorial. The editorial head need not contain a verb. It may be a label head. A single-line box head may be used over an editorial. Another form, suited to wide-measure editorials, is to set the title in a three-line box about 6 ems wide and to insert the box in the body of the editorial in this style:

RECENT STATISTICS SHOW that the people of the United States are subject to heavy losses, despite which they have an annual income of some ninety billion. If they could stop the losses, they would be doing quite well financially. These losses, as set forth by the various authorities, embrace the following: Due to crime, thirteen billion annually; to insect pests, two billion; to preventable accidents, five billion; to bad weather, more than two and a half billion, and to rats, two hundred sixty-four million. Casting up the total, it is found to be impressive.

Loss Figures Fail to Show Gains

The diversion of juggling with statistics is much favored. That in some instances the statistics must be misleading there hardly can be a question. To estimate with accuracy the damage caused by smoke, or that for which the rat is culpable, manifestly would be difficult, quite ignoring the mouse, which also is a busy creature.

Moreover, losses falling upon the unfortunate, represent gains to others. For example, in the matter of sickness the doctor profits. His pay must be reckoned when statisticians are casting up the general income. The smashed automobiles create work and wages for somebody. The building blackened by smoke calls for the services of the painter who is glad to get the job. Thus there is a silver lining to the particular cloud conjured up by the experts.

One-paragraph editorials, which should contain punch in order to make them readable, may intersperse longer editorials or they may be graduated at the end of the editorial

column. Again, they may be kept apart from the regular run of editorials and be used elsewhere on the page under a standing head, such as "Editorial Notes," "Penpoints," "Brief Comments," or similar headings.

Editorials, when set in the regular column width of the paper, should be separated by what is known as the editorial dash, which differs from the news dash in that it consists of two parallel lines, one heavier than the other, with the heavy line at the top. The editorial dash:

Wide measure editorials require only a single-line dash.

Volume of Editorial Matter.—Editorials should not be too long. It is better to have several of reasonable length than one of great length. The total volume of editorials may run a column or two columns, or may fill the entire page. Much depends upon the ability of the editor. Some editors have a full page of editorials and editorial features in each issue. It is well not to run so many editorials that the reader will tire of them. The size of the paper also should be taken into consideration. The volume of editorials should not be out of proportion to the news. A full page of editorials and features probably would be too much for an eight-page weekly, whereas, if the paper comprised sixteen pages, a page of timely editorial and feature material would not be too much.

Originality in Editorials.—Editorials should be original. Plagiarism is not permitted in editorial writing. While it is legitimate for a newspaper man to rewrite a news story from another paper, to rewrite an editorial is unethical. One may derive an idea from another editorial, and it is proper to elaborate on that idea, but to lift an editorial bodily and print it as an original effort, which fact is implied unless credit is given, or to rewrite an editorial from another paper is poor journalism.

What are known as "canned editorials" may be purchased from syndicates. The syndicates are careful not to sell the same editorials to papers in nearby places, and thus they protect their clients from danger of duplication among a large group of readers. The editors subscribing to the service print the editorials as their own. Syndicate editorials, of course, are of a general nature, written so they will be acceptable to many papers. Usually they are wishy-washy and can have little influence on the reader. They are mere space fillers, and the only argument in their favor is that they are cheap. They are advantageous to the editor who operates under the theory that it is cheaper to buy brains than to furnish them, but the editor who has the ability to furnish the brains usually possesses too much pride to fill his editorial columns with canned editorials.

Editorial Form.—An editorial primarily consists of three parts—introduction, development, and conclusion. The introduction, as a rule, although not necessarily, consists of a statement of fact. In the body of the editorial, the theme is developed, light is shed upon the subject, and explanations and comments are made, all leading to the expression of a definite opinion which forms the conclusion.

Here is a simple little editorial, taken from a Pacific coast newspaper, which illustrates the three distinct parts:

	AUTO TRAMPS
Introduction	A young woman hitch hikes back east from Los Angeles on $7.90. So the reporter snaps her face for the paper and exploits her nerve over the entire country.
	The old-fashioned tramp rode the brakebeams and asked for handouts at back doors. He looked generally ashamed of himself and retired to the vacant lots or alleys for hiding. He was a bird of

passage, going north in summer to escape the heat, and south in the winter to keep warm. The modern auto tramp knows no such modesty; rather he glorifies in effrontery and bids for applause.

Development

To the appeal for a ride, the autoist sometimes slows down, only to be hit over the head with a gaspipe and relieved of his watch and wallet; or else he carries the beggar on another leg of his journey to get his picture in the paper.

A schoolboy who would spurn to beg for a crust will beseech a ride. A woman who would not stoop to ask you for a quarter will hold you up and ask to be taken on her journey. You pay her passage.

Conclusion

Starting from Los Angeles afoot with $8 in the pocket and landing in New York with 10 cents is not so much of a feat; it is just gall—and strangers furnish the gasoline.

Classes of Editorials.—Editorials may be divided into three general classes—the interpretive or explanatory, the commentary, and the aggressive. The interpretive and the commentary are the more familiar types today, but the aggressive by no means is absent and can be advantageously utilized under certain conditions. It is the editor's prerogative to determine when to employ the aggressive editorial.

Following is a specimen of an explanatory editorial:

RAILROADS AND BUSSES

Competition of motor bus lines operating on free public highways long has been a thorn in the side of the rail-

roads. A vast amount of short-haul passenger business which, up to the advent of the bus, went to the railroads, has been lost. Pleas for patronage of the railroads, because of their tremendous investments in roadbeds and equipment and the amount of taxes they pay, apparently are given little heed by the public, for the business of the busses continues to grow.

The railroads have been unable to check changing conditions, so that, in the face of ever-increasing competition, operating at low cost compared with that necessitated in running steam trains on short lines, they are beginning to bow to the inevitable and are to establish bus lines of their own.

The Southern Pacific recently applied to the state railroad commission for a permit to operate busses on highways in the northern part of the state to supplement, and in some instances displace, steam trains on branch lines. In its petition, the railroad admits that, in the instances cited, passenger bus service not only is cheaper but more adequate.

In case the bus system works satisfactorily for the railroad, it is probable that further permits will be sought and the service greatly extended. It is a concession by the railroads that they cannot forestall development in the transportation business, but must accept the change as an outstanding milepost in the march of transportation progress.

Herewith is an example of the commentary editorial, a form which is more vigorous than the explanatory or interpretive:

NATURALIZATION

Grilling of candidates for United States citizenship by G. W. Tyler, United States naturalization examiner, here, Saturday, under no circumstances can be characterized as too severe. In no case was Examiner Tyler lenient with the candidates, who are expected to know something of civil government and of American ideals to which they pledge themselves.

Prior to the World War, it was a comparatively easy matter for an alien to become an American citizen, but the lessons of the war have greatly strengthened the requirements for citizenship, to the extent that the unworthy have but slight chance of passing the examiner and the courts.

The idea in vogue a few years ago, that America was a great "melting pot," where people of the various nationalities and races were fused into Americans, has been discarded, for such fusion, in many instances, has proved impossible.

Much of the disloyalty that prevailed in the United States during the war resulted from laxity in naturalization of aliens.

Then, it stands the federal government in hand to guard carefully against induction into the citizenry of the republic more of those classes which have proved themselves, when time of peril arrives, detrimental to the nation that has adopted them. The right of American citizenship is the greatest honor which the nation can bestow upon the individual, and it should be jealously guarded.

Here is a specimen of a mildly aggressive editorial printed a few weeks prior to application by an electric power company to the state public utilities commission for permission to increase rates, the purpose of the editorial plainly being to emphasize to the public the inadequacy of the electric service:

OUR ELECTRIC SERVICE

People of Grangeville have been extremely patient with the Grangeville Electric Light & Power Co., but the service furnished its patrons by the company during the last few days has been so unsatisfactory as to bring this patience to the breaking point.

Excuses given by the company's local office are of such vague character as to fail to satisfy the public.

On Monday night, the light, up to about 10 o'clock, was so dim as to barely cast a shadow. Tuesday night, with graduation exercises scheduled at the high school, there was no light from 6 until about 8 o'clock; and all day Wednesday, a dark and gloomy day, the company failed to furnish to Grangeville consumers either lighting current or electric power. Many businesses, which depend upon electricity for the operation of machinery, were obliged to stand idle, or to work in a very limited manner where machinery was not required.

Whether it is a pole that is washed out by high water in spring, a cow drinking from the Clearwater river above the power dam in summer, a sparrow sitting on the transmission line in autumn, or a block of ice in the river in winter, Grangeville is subject to seasonable periods of absence of electric power. The

matter, it would seem, is a fitting one to be placed before the state public utilities commission for investigation. Other cities are not subjected to such serious inconveniences in electric service. The public surely has just cause for complaint.

Public sentiment evidently was aroused against the light company, for less than four months after the foregoing editorial was printed there appeared in the same paper the following editorial, still more aggressive:

FIGHTING LIGHT COMPANY

Meeting at Cottonwood, Monday, of delegates from cities and towns using service of the Grangeville Electric Light & Power Co., to devise ways and means of opposing the company's application to the state public utilities commission for an increase in rates, constituted evidence of the feeling existing in all towns affected toward the light company, its service, and its charges.

Judging from talks made at the meeting and money pledged to fight the company, vigorous opposition will be made at the hearing to the granting of the increase asked. The towns affected are not disposed to pay higher rates for the service they are receiving.

Prices of all commodities are declining, and the drop is rapid. Public service corporations, as well as individuals—farmers, business men, in fact, men in all walks of life—are affected by the economic readjustment through which the United States is passing.

Granted that the electric light company at the present time is not receiv-

ing an adequate return on its purported investment (and one has only the corporation's side of the story as a basis for such conclusion), is this company any better than the individual? Should the electric light company be granted an increase in rates, simply in order that it may pay dividends, while other concerns and individuals are destined to lose money every day, until the pendulum of economic readjustment finally has settled?

The company entered its present field of activities as a business institution, and now it claims it is not adequately rewarded for its venture, and wants more money from the consumers. If the electric light company is granted the increase asked, the state then should proceed to guarantee profits to the farmer, the stockman, the merchant, and the laboring man.

The fact that approximately $1,200 has been pledged to present the people's side, is proof that the consumers are not ready to quit.

Following is a type of editorial that can be used in connection with the death of a person prominent in the community:

WALLACE NATHANIEL SCALES

In the passing of Judge Wallace Nathaniel Scales, Idaho county has lost one of its most estimable citizens. Not since Idaho county was settled by the white man, back in the placer-mining days of the sixties, has there resided within the county a more beloved citizen than Wallace N. Scales.

Coming here when a young man, in

1893, from his native North Carolina, and casting his lot among the western people in a country which, in that day, still was in the pioneer stage, Wallace N. Scales, by his ability, by his honesty, and by his integrity carved for himself a place of marked distinction, not only in Idaho county, but throughout the state.

Judge Scales has done his work thoroughly and well. A matter which was of great pride to him was that, on appeals from his court to the state supreme court, seldom was his decision reversed. This fact alone is indicative of the thoroughness of his work during the 30 years he has resided in Idaho county.

They have buried Judge Scales and we shall see him no more. But his happy disposition, his cheery word, his marked ability as a jurist, and his strong personal character ever will be remembered by those with whom he came in contact, even to their dying day.

Editorial Reprint.—The reprinting of worth-while editorial comment from other papers, especially those in the same part of the state, makes a desirable editorial page feature. Editorial reprint should be set in the regular body type of the paper under a standing head, such as "Press Comment," "What Others Say," or something of the sort.

The reprint should not extend for more than a column, and preferably should be shorter. It is not always necessary to reprint an editorial in full. Often the outstanding parts of it will suffice. It is better to carry short comments from a half dozen papers than lengthy editorials from one or two. Reprinted editorials always should be credited to the paper from which they are taken, preferably at the outset, as illustrated in the following:

GASOLINE PRICE WAR

Meadville Times: The big oil companies are engaged in a gasoline price war. Within a week the price has been cut from 22 to 15 cents. * * *

Editorial reprint not only gives the reader a slant on the opinion in neighboring cities on matters of general interest, but affords to the editors recognition of their efforts, which is appreciated.

Editorial Page Features.—With perhaps half of the editorial page filled with original editorials and reprint, the remainder well may be devoted to features, which are purchased from syndicates at nominal prices. These features may include humor, health articles, poems, brief stories, short signed articles by writers of note, a timely cartoon, letters from readers, if brief and of general interest, and miscellaneous matter. A valuable editorial page feature consists of brief news items taken from old files of the paper. Such items are of especial interest to old-time residents, for they refresh their memories on happenings of the long ago.

Suggestions for Class Work

1. If you owned a country newspaper, would you include an editorial page in the paper? Do you hold the view that editorials in a country paper are of sufficient value to justify the work required in their careful preparation? Do you believe that the average reader is interested in editorials? Does lack of an editorial page, in your estimation, weaken a country newspaper? Does absence of an editorial page leave a paper incomplete, so far as the reader is concerned, or would he not miss it if it were omitted?
2. What type of editorials do you regard as most timely in a country paper? Do discussions of international relations, conditions in Wall street, or a political revolution in Latin America strike a popular chord with readers of a country newspaper, or would the readers be more interested in edi-

torials on improvement of highways in their home county, reduction of the local tax rate, or the building of a new schoolhouse or city hall?

3. How much space do you believe should be allotted to editorials in each issue?
4. How highly do you value "canned editorials"? Do you think they should be used in a country newspaper?
5. Analyze editorials appearing in country newspapers and determine whether they conform to editorial style of introduction, development, and conclusion. Rewrite editorials that are not in proper form and make them comply with this rule.
6. Pick out editorials in country papers which you think are not appropriate and will not interest readers of the paper. Note editorials which you believe are of much interest to readers of the paper, because of their timeliness and local appeal.
7. Write a number of editorials for a country paper, developing them from items of news which you find in county seat weeklies and which are capable of vigorous local treatment.

CHAPTER XXI

PUBLISHING FOR PROFIT

An Adequate Income Essential to the Newspaper.—While emphasis has been placed on the importance of the country publisher adhering to the ethics of journalism in the operation of his newspaper, the fact that the paper must be made to produce ample revenue surely should not be overlooked. Indeed, the business side of the newspaper requires as careful attention as does the editorial, for the two must be made to coördinate before success will result from the whole. A good business cannot be expected when the publisher slights the editorial side of his paper and neither can the editorial content be maintained at a high standard if the business department is neglected.

Since the country newspaper has three things to sell—circulation, advertising, and commercial printing (practically all country newspapers maintain commercial printing departments)—these salable articles must bring an aggregate price in excess of the total cost of operation, or the newspaper is not a paying business. In other words, the newspaper, in order to show a profit, must take in more money than it spends, and a newspaper that does not show a profit will fail sooner or later, unless it is supported by revenue derived from outside the business.

How to Keep Expenses Down.—It is easy for expenses to mount on any newspaper. Economy should be the watchword of the editor, for, unless he is careful, expenses will increase at an alarming rate, with a lack of corresponding growth in receipts. Money must be spent to make money,

but it is inexpedient to spend money wastefully. Every dollar expended by a newspaper, whether for equipment, wages, paper stock, promotion, or what not, should be spent with a definite purpose in view and with the idea of value received for the outlay.

Labor is the principal expense of any newspaper, and this item should be carefully watched, particularly with a view to employing competent workmen, who are efficient, who will not loaf on the job, spoil a considerable amount of paper stock or printing, nor ruin machinery and type. It is a mistake to employ too few men for the work at hand and continually to crowd them to more intensive effort, but it probably is as great a mistake to employ more men than are required and thereby encourage them to slow down on their output.

Often publishers are influenced by suave salesmen to buy articles and special services which they do not need, and especially is the inducement alluring to many when payment may be made on the installment plan. The publisher should analyze prospective purchases to determine whether he actually needs the goods or service which he considers buying and whether he reasonably may expect an adequate return on the investment. The idea should not be gained that the publisher need be close in the operation of his business, but he should be judicious. A careful watch on the bank account will be well worth while.

Selling Your Commodities at a Profit.—It is essential that advertising and commercial printing be sold at a profit. Usually country newspapers are able to sell circulation at a profit by charging an annual subscription price of $2 a year, and collecting it. While city dailies do not aim at a profit from circulation, even selling their papers at a price that will not nearly pay them for the newsprint consumed, the country paper, printing eight to twelve pages a week and charging $2 a year, should be able, with a fair-sized sub-

scription list, to derive from circulation receipts more than the cost of white paper, mailing, and press work, leaving the cost of gathering and writing the news, the expense of advertising solicitation, the share of the overhead expense directly chargeable to the newspaper proper, and all composition costs to be borne by the advertising revenue, from which, also, should be derived a large share of the newspaper's profit. It may be said, then, that the country newspaper's circulation should pay its own way and leave something of a balance.

Determining Costs.—Far too few country publishers know what it costs them to produce their papers. The job department and the newspaper are so closely interlocked that it is only with much difficulty that the expenses of the two branches of the business can be segregated. While the publisher is aware of the amount he pays for wages, for paper stock, for light, power, heat, rent, and for certain other regular expenses, there are many charges which he does not make against the business but which are just as much a part of his costs as are the weekly payroll and those bills which must be met monthly. Not the least important among the charges often overlooked is depreciation of machinery and type. Other charges to be taken into consideration are interest on investment, bad debts, expenses of bookkeeping and collections, interest on money borrowed for operation of the business, publisher's salary, contributions, promotion, legal services, and many others which from time to time will arise.

Page Costs.—The smaller papers are falling into line with larger publishing houses in determining how much it costs them to operate. It is of value to the publisher to know his page cost, that is, how much he must pay for labor to set up a page of his newspaper. Some pages will be more expensive than others, depending upon the nature of the composition. For a six-column page, the cost may range

from $1.75 or $2 to $10, with an average of perhaps $5. The minimum page cost is to be had when a full page of boiler plate or mat service is used, while the maximum, which even may exceed $10, comes when a full page of tabular matter is set. Intricate advertisements, with much broken measure, also are costly to set. In arriving at a figure on page costs, the total mechanical cost of all pages should be divided by the number of pages. It is highly important that the newspaper hold down its page cost, yet it should not reduce the cost to such an extent, through excessive use of boiler plate, that the paper will be cheapened in appearance.

Large papers have elaborate cost systems which, in themselves, are expensive to operate and which must be charged to the product sold. Yet, in the interest of efficiency, they more than pay their way. The country paper cannot be expected to maintain an intricate system of cost-finding, but still it can develop, with a reasonable degree of accuracy, a system that will show how much it costs the publisher to produce a given edition of his paper, or his outlay in turning out a job of printing. These figures should serve as a guide in determining the charge made for advertising and for commercial printing.

In arriving at costs of job printing, many small publishers figure only the labor and stock involved in the work, quite ignoring the share of the general overhead that the job should bear, waste in paper stock due to spoilage, sales costs, wrapping and delivery, and the waste of time of employees when they are not actually producing revenue for the paper, but who, nevertheless, are drawing pay.

Suggestions for Class Work

1. Explain in detail the importance of a newspaper operating on a paying basis.
2. Examine country papers at your disposal, and pick out those

apparently suffering from the fact that their advertising patronage is insufficient to justify the production of a live, up-to-date sheet. What do you regard as the reason that these papers are on the "ragged edge"? Is it the fault of the town or the publisher?

3. If you are familiar with the plants and business practices of certain country newspapers, cite places in which you could pare down expenses and yet not injure the paper editorially or in its capacity to make money. Regard yourself as an efficiency expert in rural journalism, called upon to show the publisher how he can cut his expenses materially.
4. Do you consider that the circulation department of a country paper should be made to show a profit?
5. If you operated a country newspaper, would you deem it worth while to carefully analyze costs of production and keep records of them? Do you regard the results as worth the effort?
6. Set forth all the costs, direct and indirect, which you regard as entering into newspaper production. Job printing production.

CHAPTER XXII

CIRCULATION

What Is Circulation?—Circulation is the distribution of a newspaper among its subscribers. Circulation is the first essential of a newspaper. Without circulation, the printing of a newspaper would be useless. The newspaper could not fulfill its mission as a purveyor of news if it did not have readers. Neither could it expect advertising patronage.

The primary aim in circulation of a country newspaper is to obtain the largest possible number of subscribers in the city in which it is published, in the tributary territory, and in neighboring towns. Many methods are devised to acquire circulation, but the surest is to print an interesting, readable newspaper, which properly covers the news of the field that the paper serves. The newspaper that establishes and retains a big circulation, comparatively speaking, is the paper that has intense public appeal—so much, in fact, that its readers are reluctant to part with it, once they have become accustomed to it.

Country newspapers, as a class, are the most thoroughly read of all publications. They are read and reread, and often are passed to neighbors for perusal. Their intensive reader appeal is attributable to the fact that their contents deal largely with persons known personally to the reader and with affairs with which he is familiar.

Problems of Country Circulation.—Publishers of country newspapers in years past were very careless about circulation. While subscribers were expected to pay in advance for their papers, few indeed did so. In fact, many

were years in arrears. It was not uncommon for subscribers to be permitted to lag as much as five or even ten years in the payment of their accounts. And some of these delinquent subscribers were persons well able to pay. Thousands of dollars, which long since should have been received by the publisher, were on the circulation books, and as a consequence, the loss to the publisher was heavy, for in numerous instances he was unable to collect at all.

Old circulation accounts form a ready cause for disputes with subscribers, with consequent ill will toward the paper. The loss in delinquent subscriptions through dead-beats is heavy. Then there are others who are utterly unable to pay, honest as might be their intentions. Statements such as "I never subscribed to the paper," "Why didn't you stop the paper when the subscription expired?" "If you kept sending the paper to me, you did so at your own risk," and "I never wanted the paper, anyway," are familiar to every country publisher who has permitted subscription accounts to fall in arrears.

Hesitancy to collect subscription accounts may be traced to several causes, chief of which is the fear that the subscriber may become offended if asked to pay the delinquency, and that loss of friends and circulation may result. The belief is entertained that delinquent accounts will be settled some day. Some are paid. Others are not, or are settled reluctantly. Pure neglect of business on the part of the publisher is the cause of many subscribers getting behind in their payments.

Modern Circulation Methods.—Strict business methods applied to country newspaper circulation will produce most satisfactory results for publisher and subscriber alike. When a subscription is entered, the subscriber should be required to pay in advance, preferably for one year, at least for six months. And then, within two or three weeks of the expiration of the subscription, a statement for the

ensuing year should be mailed to the subscriber, together with a form letter calling attention to the fact that his subscription soon will expire, explaining the policy of the paper to require payment in advance, and expressing the hope of receiving the subscriber's renewal. A return envelope should be enclosed with the statement.

If, on expiration of the subscription, a renewal has not been forthcoming, the subscriber should be sent a second statement and a form letter, reminding him of failure to send the remittance and setting forth the belief that the paper has been of sufficient interest to him to warrant renewal. It should be stated that it is a good policy not to force the paper on anyone who does not want it and that, unless a renewal is received promptly, the subscription will be discontinued.

If still no renewal is received, it is well to continue sending the paper for two or three issues beyond expiration, and then to remove the name from the mailing list, at that time sending the subscriber a third letter, explaining that it is assumed he does not care to receive the paper any longer and that for this reason the subscription has been discontinued. Frequently, when the subscription is discontinued, the subscriber will send a renewal. Most subscribers prefer this businesslike way of dealing to the old pay-when-you-get-ready method. It eliminates losses to the publisher through inability to collect accounts, insures him a regular source of circulation revenue to aid in the operation of his business, and eliminates disputes over accounts and hard feelings through the collection of overdue money.

In order to simplify circulation bookkeeping and to make it necessary to mail subscription statements only once a month, it is advisable to date each new subscription with the first day of the succeeding month. Old subscribers can be dated up to the first of the month following the expiration

of their subscriptions, and thus all subscriptions will expire on the first day of a month. It is easy, then, for a biller to go through the list once a month and make out statements for all whose subscriptions are about to expire.

Keeping Circulation Accounts.—A card index system is best suited for keeping circulation accounts. The cards may be segregated alphabetically and geographically. It is well to maintain in one classification cards of subscribers receiving their mail at the local postoffice or on local rural routes. In another classification may be retained cards of those residing within the county but outside the service of the local postoffice. In a third classification should be those outside the county.

The card may be ruled something like this:

WESLEY, ROBERT W. BOX 312 BIGGSVILLE, ILL.

When Paid	Amt. Paid		Paid To
4-24-24	$2.00		5-1-25
5-8-25	2.00		5-1-26
4-30-26	1.00		11-1-26
11-6-26	2.00		11-1-27
11-7-27	2.00		11-1-28

A ruled card, three by five inches, will serve the purpose. It will last eight or ten years. The card should contain the name and postoffice address of the subscriber and three horizontal columns, in one of which should be listed the date when payment was made, in the second the sum paid, and in the third the date when the subscription expires.

When a subscription has been discontinued, and the account paid in full, the card should be destroyed. When a subscription has been discontinued, but when the account is not settled, the card should be removed from the regular file of live subscriptions and, after notation has been made of the time that the paper was discontinued, the card should be placed in a separate file, and a determined effort made to adjust the account.

Soliciting Subscriptions.—Personal solicitation probably is the most effectual method of increasing circulation. The personal solicitor has the opportunity of presenting to the non-subscriber arguments in support of the paper. An obstinate person is difficult to convince of the merits of a paper if he does not want to become a subscriber. In handling such persons, the persuasive ability of the solicitor is given a severe test.

If the publisher is able to procure a list of patrons of the postoffice in the territory in which he desires to increase his circulation, such a list will be of much help to him. He then can check off those persons that already receive the paper and can concentrate on the remainder of the list, working toward 100 per cent coverage of the territory. Full coverage of a territory in newspaper circulation is hardly possible, but the coverage can be worked up to 85 or 90 per cent, if but one paper is published in the community and if it is a good paper.

Sample copies [1] may be sent for several weeks to those persons who have not subscribed, and the sample copies should be followed up by form letters, inviting non-subscribers to add their names to the list of regular readers. A month of sample copies will develop interest in the paper, and then if a subscription is not forthcoming, it is well to omit the samples for a few weeks. If the person then does

[1] *Postal Laws and Regulations of the United States of America,* Section 421.

not subscribe, a few more samples may be sent, and if no results are obtained, the name should be filed for use in a future campaign. If a pleasant news item about the person who is sought as a subscriber is inserted in one of the papers used as a sample, it will be found helpful in causing him to add his name to the list.

Circulation Contests.—Circulation contests, in which automobiles and other prizes are given away on a basis of votes issued to candidates who procure new subscriptions and make collections on old accounts, are effectual in immediately increasing the circulation list and in bringing in a considerable sum of money within a brief period of time. Contests, however, in the long run, are unsatisfactory. They are costly because of the expense of the prizes awarded. While at one time a piano would suffice as a capital prize, today one or more automobiles are necessary to stimulate sufficient interest among subscription-getters in a contest of this kind. When the cost of prizes is paid and other expenses are met, the net proceeds usually are not as great as had been anticipated. It also should be remembered that many subscribers will pay several years in advance in order to assist their favorite contestant, and for that reason future circulation revenue will be below the average.

If a newspaper can get along without a circulation contest, it is better that it do so. There are but two reasons that really justify a contest. One is immediate need for funds with which to satisfy a pressing obligation. The other is to counteract a contest on the part of a competitor.

Prizes with Subscriptions.—Prizes often are offered with newspaper subscriptions as a bait to subscribers. The publisher who gives a merchandise prize offers a special inducement to subscribers to take his paper. He as much as admits that the paper is not worth the price asked, so he throws in something more. In a mad scramble for circulation in a highly competitive field, however, the giving of

prizes may be warranted. Persons induced to subscribe to a paper through prize offers often do not remain as permanent subscribers. The paper also should not be sold at a price less than the regular subscription price.

With respect to reduced rates on newspaper subscriptions and to prize offers, the United States government declares that subscriptions obtained at a reduction to the subscriber of more than 50 per cent of the regular advertised annual price, whether by discount, rebate, premium offer, clubbing arrangement, or otherwise, will not be accepted by the post-office department as legitimate.[2]

Free List.—A paper should strive to reduce its free list to a minimum. Some papers boast that they have no free list. It is exceedingly difficult for a country newspaper to eliminate its free list, but it should be cut as low as possible. Public libraries and schools should not be charged for the paper. Copies also should be furnished to public offices which dispense legal notices, so that the legals can be checked. Some publishers compliment the local clergy. Advertising agencies and publishers' representatives should not be charged for checking copies. It might be well to compliment United States senators, members of congress, and certain state officials, if one looks to them for patronage in the way of legal advertisements. Local merchants who advertise in the paper are not entitled to free copies.

It is customary for publishers of country papers to exchange papers with other publishers. The practice is mutually helpful.

Newspaper Postage.—While daily newspapers maintain carrier systems in the cities and towns in which they have extensive circulation, country weeklies use the mails almost entirely for distribution. Bona fide newspapers, which have

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[2] *Postal Laws and Regulations of the United States of America,* Section 400.

been granted a second-class mailing permit,[3] pay no postage for circulation through the United States mails in the county in which they are published, unless the paper is for delivery at letter-carrier offices within the county, when the charge is one cent a pound.[4] Outside the county, a zone rate prevails,[5] which is based upon the distance the paper is transported and the volume of advertising it carries. Payment by the pound is made at the local postoffice in advance of actual acceptance of the paper for mailing, with a higher rate of postage on the advertising portion of the paper than on that devoted to news. In this connection, the publisher must mark clearly the paid advertising in each issue and designate the percentage of advertising and pure reading matter.[6] This checked copy must be delivered to the postoffice in which the paper is entered. Postage stamps must be affixed to papers going to foreign countries.

Mailing and Labeling.—Various kinds of machines exist for placing the names of subscribers on newspapers. Some print directly on the paper. Others paste a printed label on the paper. Newspapers intended for distribution through the local postoffice may be delivered loose to the postoffice, but they must be folded to quarter size.[7] Papers to be sent on rural routes should be segregated by routes and tied with string. Papers consigned to subscribers in other towns must be bundled by towns,[8] with the name of the subscriber on each paper and the name of the town and state only on the bundle. A bundle is required when a paper has more than five subscribers at a postoffice.[9] Papers sent to post-

[3] *Postal Laws and Regulations of the United States of America,* Section 394.
[4] *Ibid.,* Sections 417, 418.
[5] *Ibid.,* Sections 412, 413, 414, 415, 416, 520.
[6] *Ibid.,* Section 520.
[7] *Ibid.,* Section 434.
[8] *Ibid.,* Section 520.
[9] *Ibid.,* Section 520.

offices at which the paper has from one to five subscribers are wrapped separately, and the name of the subscriber, town, and state placed on the wrapper. Papers thus mailed are known as "singles" or "single wraps." Usually, with singles, the newspaper mailing department is required to bundle them and label the bundles for certain mail trains, or by states. Bundling by trains and states facilitates handling the mail on railway postal cars.

Undelivered Papers.—The postmaster in an office to which an undeliverable paper is directed is required to notify the publisher, on an official form card, that the paper addressed to a certain person is undeliverable at that office.[10] He must note the reason for failure to make delivery and, if removed, must give the new address of the person. If, after notices have been sent to the publisher, he refuses to correct his mailing list, the postmaster at the receiving office may mail the paper back to him, and the postoffice department collects the postage due at the regular newspaper mailing rate. Should the publisher still fail to correct his mailing list, the postmaster at the receiving office may report him to the postoffice department at Washington, in which case he receives a reprimand, with a possible hint that, if he does not comply with the postal regulations, he may lose his second-class mailing privilege. The reprimand usually jars him to action.

Refusal of Papers.—When a person to whom a newspaper is addressed takes it from the postoffice, although his subscription has expired, it is assumed that he reads the paper and benefits from it. It is also assumed that he intends to pay for it, and therefore the account against him is collectable. If he does not expect to pay for the paper, his duty is to refuse the paper at the postoffice. The postoffice department permits papers to be mailed at

[10] *Postal Laws and Regulations of the United States of America,* Sections 617, 618, 619.

second-class rates to delinquent subscribers for a period of one year from expiration of the paid subscription.[11] After that time, the postage rate on newspapers obtains with respect to delinquent subscribers. Most newspapers which carry a list of delinquent subscribers, however, are not careful about observing the postoffice department's rule regarding payment of a higher rate of postage on papers sent to subscribers who are more than one year in arrears.

Honesty in Circulation.—A policy of honesty in circulation figures should be strictly followed. Circulation figures are sought by advertisers, particularly foreign advertisers, in planning their campaigns, and their opinion of the paper is much higher when they are furnished with a sworn statement of actual net paid circulation than when the figures are mere guesswork and inclined toward exaggeration.

No great difficulty is encountered by the paper in keeping account each week of the actual number of copies mailed to subscribers and sold over the counter. These figures should be kept as a matter of record and, at the end of each six-month period, the average net paid circulation for that period should be computed. For further benefit of the advertiser, the circulation statement may be segregated to show the actual circulation in the city, in the immediate trading territory, in the county, and outside the county.

The days of exaggerating circulation figures, in order to sell advertising, are past. The country publisher should make a sworn statement. Larger papers are members of an independent auditing bureau, which audits their circulation books from time to time and makes a thorough analysis of them for the use of advertisers in deciding upon the purchase of space.

[11] *Postal Laws and Regulations of the United States of America,* Section 400.

Government Statement.—The postoffice department requires, semiannually, on April 1 and October 1, a sworn statement from the publisher, setting forth the names of the publisher, manager, editor, stockholders, bondholders, mortgagees, and other data.[12] A statement of the average circulation for the preceding six months is required of daily papers, but not of weeklies or semiweeklies. A form for this report is provided by the local postoffice. The statement must be in duplicate, both copies to be delivered to the local postoffice. One copy is retained in the postoffice files and the other is sent to the department at Washington. The statement or a summary of it must be printed in the second issue of the paper after the statement has been made.

Suggestions for Class Work

1. Realizing that the greater the circulation coverage of its territory, the more valuable the newspaper becomes to the advertiser as a means of distributing his message, what method of acquiring and retaining circulation would you, as publisher of a country paper, favor? Do you believe circulation contests, premiums, and clubbing rates with other publications are genuinely beneficial to a country paper? If you are inclined toward these methods of forcing circulation, tell why you regard them as helpful.
2. What attitude would you assume toward a subscriber delinquent in his account? Do you hold to the view that a country publisher should be lenient toward delinquent subscribers and permit them to pay if and when they will? Or should subscriptions be discontinued immediately they expire, after due notice has been sent to the subscriber? Do you believe a strictly paid-in-advance circulation policy can be successfully applied to a country paper? Explain the advantages of this policy to the newspaper and to the subscribers. Explain the advantages, to the newspaper and to the subscribers,

[12] *Postal Laws and Regulations of the United States of America,* Section 411.

that attach to a policy of not enforcing prompt subscription payments.

3. Do you believe it possible for a country paper to eliminate its free list? Would you strive to cut the free list to a minimum, or do you regard numerous complimentary subscriptions as helpful in favorably influencing advertising and commercial printing?
4. Explain the advantage of a newspaper keeping accurate circulation figures.
5. Study those sections of the *Postal Laws and Regulations of the United States of America* pertaining to newspapers and their privileges in the United States mails.

CHAPTER XXIII

ADVERTISING

Advertising Is Essential.—Newspapers are dependent for their existence upon the revenue derived from advertising. Advertising, then, is the sustenance of the newspaper. Yet it always is secondary to the news. Through publication of the news, the newspaper acquires circulation, and thereby is able to give wide distribution to the messages that advertisers desire to convey to the public. By the sale of advertising, the paper is able to finance the gathering and printing of news, which makes the newspaper a product sought by the public. People buy newspapers for the news and opinions they carry, not to read the advertisements. But they do read the advertisements when presented to them alongside the news; and the more attractive the advertisement as to text, display, and illustration, the more likely is it to be read, and the more favorable will be its impression upon the reader.

A live, interesting, dependable newspaper, properly promoted, will acquire a large following of eager readers, and consequently will be in demand by merchants and others as an advertising medium, whereas the value of a dull newspaper to advertisers will not be great because of lack of reader interest in the publication.

The degree of success that a newspaper can attain is dependent to a marked extent upon the volume of advertising it carries and the sufficiency of the rates charged for advertising.

Advertising is by far the greatest source of revenue to

a newspaper, and upon this revenue must the newspaper depend for its operation and improvement.

Commercial Printing Revenue.—A large amount of the revenue of a country newspaper business comes from commercial or job printing. Job printing, while allied with the newspaper, should be regarded as a separate business, and profits from this department should not be devoted to the operation of the newspaper. Nor should profits from the newspaper be used to bolster up the job department. Each division of the business should be made not only to pay its way, but to show a profit. Costs of the two departments should be segregated.

Circulation Revenue.—Revenue from circulation is distinctly newspaper revenue. But it is negligible. The total of circulation revenue is but a small fraction of the cost of publication. If newspapers were to apportion their costs of publication among their subscribers and to make no allowance for receipts from advertising, the annual subscription price would mount to figures that would be excessive.

The newspaper of today is the cheapest commodity that can be purchased; that is, the value to the buyer is the greatest, compared with the outlay, of any article he can purchase. The only service he can buy which exceeds in value to him that acquired in the purchase of a newspaper is the transportation of a letter in the United States mails for a long distance at a cost of two cents.

It is the advertiser who meets the deficit in newspaper costs. He pays for the privilege of reaching the reader, what the reader fails to pay in subscription money.

Character of Circulation Affects Advertising.—The advertiser is interested primarily in the character and the geographical distribution of the newspaper's circulation. Mere volume of circulation has little appeal to the average advertiser if the paper does not reach prospective customers

of the person advertising. Circulation outside the trading area of the city in which the paper is printed does not appeal to the retail merchant. His desire is to reach those persons who trade in the city in which his store is located. Money spent by him for circulation outside the retail trading district is wasted. His interests are better served by a circulation of 1,000 within the city and surrounding country than by a circulation of 1,500, half of which is outside the trading area. It is only the national advertiser, whose message deals with goods sold throughout the country, who benefits from circulation extending afar.

The newspaper, then, should strive to blanket its field in circulation. A 50 per cent coverage of homes in its field is a poor circulation. In a one-newspaper town, the coverage should be at least 75 per cent, and it can be increased, by proper development and by publishing a really good paper, to 80 or 90 per cent. The greater the coverage, the more eager is the advertiser to purchase space in the paper. Rather than strive for volume circulation, then, the newspaper should strive towards a more thorough coverage of its entire field.

Advertisers also are interested in the class of readers a newspaper reaches. If they are prosperous folk with plenty of money to spend, the possibility of sales to them is much greater than if their incomes are low.

Advertisers Demand Promptness of Publication.—The importance of issuing the paper promptly on the regular publication date cannot be overemphasized. It is essential to advertisers that the paper reach its readers on schedule. Saturday usually is the big shopping day in towns and smaller cities. On that day, residents of the surrounding country go to town to do their weekly trading. Business houses direct their advertising toward the Saturday shoppers. If a paper is issued on Thursday, it will reach the town subscribers on that day, and on Friday it will be

distributed to subscribers on rural mail routes and in outlying towns. These subscribers have the opportunity, on Friday and Friday night, to read the paper and become aware of the special offers made by the merchants, and on Saturday they go to town and take advantage of those bargains. If the paper were not issued until Friday, it would not reach outlying subscribers until Saturday, too late for them to acquaint themselves with the special offers made by merchants for Saturday shoppers.

Advertising as a Service.—Advertising should be sold as a service to the advertiser on the value of the distribution to him. Much of this value will depend upon the quality of his advertising, and, in order to assist him, the newspaper should coöperate in every proper way, such as in the preparation of copy, if the advertiser is unable himself to provide interesting selling copy; in tie-ups of local and national advertising campaigns, tie-ups of newspaper advertising and window displays, in trade expositions and the like.

Advertising never should be solicited or accepted as a charitable proposition. Not infrequently small-town merchants, unschooled in modern merchandising and advertising methods, are of the opinion that they are duty bound to advertise in the local paper because the paper is a civic asset and should be maintained. The self-respecting newspaper publisher will not accept advertising on this basis, and he will exert his utmost effort to change the merchant's attitude toward the paper and toward advertising in general and to induce him to regard the proper use of display space as strictly a business proposition.

Small-town business men also become careless with their advertising and neglect to change the copy from week to week. Advertising of this type is practically valueless. The publisher or advertising manager should insist on a regular change of copy, and if the merchant neglects the matter,

the importance of change should be called to his attention and, if necessary, copy should be prepared for him.

Growth of Advertising.—The advertising business has made tremendous strides in recent years both as to the volume and the character of the material used. Costs of advertising also have increased, and, because of the higher costs, advertisers, as a rule, have come to pay strict attention to the nature of their copy, so that it will have the greatest possible appeal to the public.

Censorship of Advertising.—The publisher has the right to censor advertising, although it seldom is necessary for him to do so. Advertisers should not be permitted to make, in paid space, derogatory statements about their competitors, nor to print matter that is offensive to the public, or that is indecent.

The publisher is not required to accept advertising. Reputable business concerns, however, need have no fear that their copy will not be accepted. Many newspapers bar certain kinds of advertising, such as that of quack doctors, questionable patent medicines, and get-rich-quick promotions. Others decline advertisements from merchants in towns other than that in which the paper is published, on the ground that it is the newspaper's duty to protect its home merchants from outside competition. Papers often have a rule against printing advertisements of mail-order concerns which enter into competition with local dealers.

Discouraging of Certain Advertising.—Newspaper publishers should discourage program and novelty advertising whenever it is possible for them to do so diplomatically. Business men of every town are solicited by specialty advertising salesmen who charge excessive prices for advertising of very doubtful benefit to those who purchase it. At the same time, they cut into advertising revenue to which the newspaper is justly entitled. The newspaper man renders a service to the business interests of the town, as

well as to himself, by enlisting the aid of the chamber of commerce or the merchants' association in stemming the activities of fly-by-night advertising solicitors. Merchants who are banded together for their common protection often refuse to patronize solicitors, unless their propositions bear the indorsement of officials of the organization. The newspaper man should be able to arrange that such indorsement seldom be given.

Classification of Advertisements.—Newspaper advertising falls in three general classifications—display, classified, and legal.

In display advertising, type of varying size and face is used, in lines of varying width, accompanied by illustrations designed to make the advertiser's message attractive and emphatic, in order to make a strong appeal to the public and arouse the reader to desire the commodities or services offered; or, as in the case of good will advertising to influence the public in favor of a certain person, firm, or corporation.

Display advertising is sold by the column inch or the agate line. Fourteen agate lines comprise one column inch. A column inch of space is one inch deep and the width of the newspaper column. If the column is 12 ems wide, the column inch will comprise two square inches of newspaper space, for a 12-em column is two inches wide. A 13-em column is a trifle wider. Country newspapers usually sell their display space by the column inch because of the comparatively low rate received by them for their space. Large newspapers, having a high advertising rate, sell their space at so much an agate line. In order to determine the inch rate of newspapers selling advertising by the agate line, it is necessary only to multiply the line rate by 14. Agate type, which is 5½-point, is so small that it very seldom is used in newspaper display advertising.

Classified advertising is what is commonly known as

want ads. It usually is set without display, and the advertisements are grouped in classifications, according to their character, for the convenience of the reader in finding the advertisements in which he may be interested. Classified advertising is grouped under such classifications as *help wanted, situations wanted, for sale, for rent, personal, business opportunities,* and so on. For a country newspaper, a half-dozen classifications will suffice. In larger newspapers, which often run many pages of classified advertising, the classifications number as many as seventy-five or one hundred. Classified advertising is sold on a line basis.

Legal advertising constitutes advertisements of legal proceedings and reports and statements by public officials and public bodies, by individuals, firms, and corporations, required by law to be printed in a newspaper of general circulation in the city, township, district, county, or state. The maximum charge for such publication is fixed by law. Legal advertisements usually are set full column measure and in 6-point type, which is the size of type most often designated in the statutes as the basis of payment for legal notices. Legal advertising generally is charged by the column inch of nonpareil type, but the charge should be made in accordance with the provisions of the statute governing such publication.

Suggestions for Class Work

1. Since advertising is the lifeblood of the newspaper and the medium upon which the newspaper is dependent for its survival, should advertising be subordinate to the news? Fully explain your opinion in this regard.
2. Explain how the three principal departments of a newspaper—editorial, advertising, and circulation—are interlocking, and how one is vitally dependent upon the other.
3. Outline how you would proceed to sell advertising space in a country weekly to a merchant who was a firm believer

in the value of newspaper advertising but who was not a regular patron of your publication. Prepare a sales talk that you would use on this merchant. Do the same with respect to a merchant of the old school who held to the belief that advertising was throwing money away. Should the method of approach and the nature of the talk be the same with merchants of the two classes?

4. Should a newspaper coöperate with advertisers in making their advertising more effective? Offer suggestions as to how this may be done. Do you regard as beneficial that a newspaper enter wholeheartedly into the promotion of merchandising events?
5. What line of talk would you give to a merchant who informed you that he carried advertising in your columns merely because he felt it his duty to "help the home paper along," and that he expected no practical benefit from his advertisements?
6. Suppose an advertiser failed to receive from his advertising the results that should be expected: would you, as publisher of a country paper, attempt to assist him in solving his problems through enhancing the pulling power of his advertising by analyzing his copy and improving it in text and typography?
7. Refer to advertisements appearing in country newspapers, and state how they could be improved in typography and text in order that they might have greater reader appeal.
8. Do you think a country newspaper should censor the advertisements it carries, or should it accept any sort of business so long as payment is assured? What attitude would you take toward patent medicines, quack doctors, get-rich-quick promotions, certain religious sects of a questionable nature, and other persons who prey upon the gullible? Should a country newspaper accept advertisements from legitimate mail-order concerns?

CHAPTER XXIV

DISPLAY ADVERTISING

Volume of Display Advertising.—Display advertising exceeds in volume all other advertising in the average newspaper, and it also provides a greater aggregate revenue than does any of the other classifications. Display is used almost exclusively by retail stores, which are the biggest patrons of the newspaper.

Rates for Display Advertising.—Rates charged for display advertising should be commensurate with the service rendered. They should be based on the paid circulation of the paper and on the cost of production of the entire paper, with due allowance also made for profit. In a section of the country in which the wages of journeymen printers are comparatively low, the charge necessarily made for advertising need not be so high as in localities in which a high wage scale obtains. Since advertising is the greatest single source of revenue to a newspaper, and display is the biggest department of advertising, it is imperative that display be sold at a figure that is profitable, yet the rate should not be excessive. An excessive rate will discourage advertising.

A fairly high rate will reduce the volume of space consumed, but will produce to the newspaper virtually the same revenue which would be derived from a much larger linage at a lower rate, and at a decreased cost for composition and in paper consumption to the newspaper. Space used in display advertising is merely relative. Competing mercantile establishments sometimes seek to overshadow

one another in the volume of advertising space they use, notably if the inch rate is low. Establishing a higher rate will tend to cause them to reduce their volume, yet such reduction will not affect them adversely. At the same time, it will be profitable to the newspaper.

Keeping the Rate Up.—Since advertising is the publisher's stock in trade, it behooves him to keep the rate up. He does not expect merchants in his town, who are his patrons, to sell merchandise at a loss. Therefore, they should be willing to allow him a fair margin of profit on the space he sells. Formerly, advertising was sold by country newspapers at ridiculously low figures, often far below the cost of production. The publisher had no idea what his space cost him. Country publishers in recent years, however, have given careful attention to costs, and have profited thereby.

Owing to varying local conditions, it is impossible to determine, except in a very general way, rates that should be charged for display space in a country newspaper. It would seem, however, that no newspaper, no matter how small its circulation, can afford to sell display space for less than 25 cents a column inch. With a maximum circulation of 500 at the 25-cent rate, the rate should increase at least 5 cents an inch with each additional 500 circulation. In many instances this suggested rate will be too low. Certainly it cannot be regarded as too high.

The cost of producing an inch of advertising space decreases as the percentage of advertising to the total space in the paper increases. A paper that runs 75 per cent advertising from week to week really can afford to sell its space much cheaper than one that carries but 25 or 30 per cent advertising. But, unfortunately, the advertising volume runs up and down with the various issues. Sometimes a paper will be crowded with ads; again it will have but few. Yet the space must be filled, and when the volume

of advertising declines, the amount of news composition required correspondingly increases, and the actual cost of the advertising space soars.

In order to strike a fair average on the cost of producing advertising space, a basis of 50 per cent advertising and 50 per cent news may be used. Taking into consideration the entire cost of producing the newspaper, including interest on investment and depreciation on machinery, yet deducting the cost of operating the job department, it is found, for example, that the entire newspaper cost is $150 a week. Deduct from this the average weekly circulation revenue, which may be put at $40. This leaves $110 as the cost of producing the paper, both news and advertising. If the paper comprises eight pages of six 20-inch columns each, the total space will be 960 inches. Of this, one-half is advertising. The cost of producing the advertising then will be 23 cents a column inch. Advertising produced at a cost of 23 cents an inch should be sold at a price of at least 35 cents an inch. If the volume increases to 60 or 70 per cent of the total space of 960 inches, the publisher will have a very satisfactory week's business. However, should it drop below 50 per cent, the results will not be so gratifying.

Adherence to Rates.—When a newspaper establishes a rate and prints a rate card which is furnished to advertisers and prospective advertisers, it should religiously adhere to that rate. Slashing of rates, in order to acquire business, is poor business, and will cause advertisers to lose confidence in the paper. The newspaper must establish what it considers to be a fair rate for all advertisers and insist upon that rate being paid.

Transient advertisers sometimes are charged a higher rate than that paid by the established concerns that are regular patrons of the paper. It is not regarded as unfair to require transients to pay an increased price for the space

they buy. In fact, they usually expect to pay an advance over the regular rate.

Advertising Contracts.—Practically all large newspapers and many country papers sell advertising to heavy advertisers by contract, giving them the benefit of a lower rate because of the quantity of space they use. Advertising contracts are signed with business firms for a period of six months or a year. In one form of contract, an advertiser agrees to use a specified number of inches within a given period of time at a fixed price for each inch of advertising. It may be specified that he is to use a certain minimum space each week and that he may increase his space at will; or he may be required to use a specified minimum during the month. Again, he may be permitted to use the total space for which the contract was signed at any time during the life of the contract, but he must use the space he has agreed to buy.

A second form of contract is what is known as the sliding scale. Under its provisions, an advertiser pays a specified amount for each inch, say up to 100 inches a month. If he uses up to 200 inches during the month, the inch rate automatically declines to a stated figure, and so on, with the rate declining as the volume of advertising increases.

A sliding scale, based on the volume of space used within a given period, may cause difficulties in the country field where advertising is not specialized. Some advertisers will gain the impression that they are paying more for their space than others are paying, and an explanation of the operation of the sliding scale may not always appease the aggrieved advertiser.

Also, when it is remembered that the newspaper must receive a certain average price, based on costs of production, for its space, it stands to reason that, when large space is sold to an advertiser at a reduced rate, the rate to the smaller advertiser must be proportionately increased

in order to equalize the advertising revenue. Complications in bookkeeping also result from a variety of rates for advertising.

Charges for Composition.—The paper's advertising rate includes not only the space consumed, but the cost of setting the type to fill that space. Some papers make an allowance to the advertiser when composition is not required. A discount is allowed, at so much an inch, when a plate or matrix of the advertisement is furnished. Small newspapers will invite trouble to themselves by making an allowance when composition is eliminated, for even advertisers who neglect to change their copy and permit an advertisement to run for two or more issues, and those who carry standing ads, in time will demand this discount. A flat rate should apply for all advertising, whether it is set up for each issue, or whether it is a standing ad or a plate.

Intricate Composition.—The cost of display composition varies according to the character of the advertiser's requirements. Some will insist on a large amount of small type, often set in freakish measure, wound around cuts, or inserted in small boxes. Others will provide very little copy, even for a large space. Strictly speaking, the charge made by the newspaper to the advertiser should take into consideration the composition required. A large amount of intricate composition should demand a higher rate than that charged for simple composition. But such arrangement on the part of a newspaper would be impracticable. Taken all in all, advertisements requiring no involved composition more than offset those that are intricate, so that a favorable average is struck.

Foreign Advertising and Agencies.—Advertising that originates outside the city in which the newspaper is located is known as foreign advertising. It usually is received by the newspaper through advertising agencies, which collect a commission of 15 per cent on all business they acquire for

the paper. An agency procures the account, usually provides plates or mats of the advertisements and makes the collection from the advertiser, forwarding the remittance to the newspaper after deducting the 15 per cent agency commission and 2 per cent discount for cash. When an agency handles the account, the paper has no dealings with the advertiser.

Agencies furnish schedules for the insertion of advertisements, and the schedules should be carefully followed by the newspaper. Agencies are justified in not paying for an advertisement not inserted according to schedule.

Agencies require checking copies of the newspapers, which should be sent to them during the life of the contract as proof that the advertisements have been run. Instead of checking copies, many agencies prefer tear sheets—pages bearing their advertisements torn from each issue of the paper—attached to the statement of account at the end of the month.

Advertising agencies develop many valuable accounts for newspapers, and should be accorded the fullest coöperation to the end that the agencies and their clients are pleased with the results of a campaign. Accuracy in following agency instructions and promptness in forwarding checking copies and bills to the agency are of utmost importance and pave the way to future agency business. Practically all big national advertising campaigns are handled by agencies. All of the larger agencies are reliable, will make collections from their clients promptly on receipt of proof of publication of the ads, and will remit to the newspaper without delay.

Representation in the National Field.—For the purpose of further developing advertising in the national field, many newspapers have special representatives, in large cities, whose business it is to especially promote the interests of their newspapers with advertising agencies and national

advertisers. They point to the advantages to the advertiser of reaching the field covered by the newspaper and to the demand which may be developed in that field for the advertiser's products; they emphasize retail outlets and the buying capacity of the people, and stress the newspaper's coverage of the field. They vigorously campaign for business for the newspapers they represent. Sometimes newspapers in a given territory unite, through a special representative, in appealing to national advertisers by offering advertising coverage of a group of counties, or even an entire state. The special representative, of course, must be paid for his services. It is generally recognized that 15 per cent commission on the business that passes through the special representative's hands is adequate compensation. This commission is deducted after the agency commission of 15 per cent has been paid, and the 2 per cent cash discount allowed. Under the special representative arrangement, then, the newspaper nets only 70.81 per cent of the selling price of its foreign advertising procured through the special representative. The additional business which is developed, however, coupled with the fact that mats or plates of the ads are furnished, so that the newspaper is put to no cost for composition of the advertisements, makes it well worth while for the newspaper to deal through the special representative.

Dealing with Foreign Advertising Direct.—Some foreign advertising is handled direct by the advertisers. Patent medicine concerns sometimes prefer to deal direct with the advertiser rather than through an agency. Certain medicine companies are known for their insistence upon a ridiculously low advertising rate. They should be required to pay full card rates. Often, when they cannot beat down the rate, they will offer a compromise by expressing willingness to pay the card rate, less the 15 per cent agency commission, which they claim the paper should grant them,

since the paper otherwise would be obliged to allow the agency 15 per cent on business received. Foreign advertisers dealing direct with the newspaper should not be allowed an agency commission. The advertising agency performs a distinct service to the newspaper in developing and procuring business and in collecting the account. Advertisers are not entitled to an agency commission because they are not agencies.

Foreign Advertising Rates.—Newspapers often increase the rate on foreign advertising, requiring a higher rate for this type of business than that paid by the local merchant. It probably is unwise in most instances to advance the foreign rate. Foreign advertising, practically all of it coming in mat or plate form, is easy to handle, and the accounts most often are considerable in volume. Most national advertising placed with country newspapers is purchased by manufacturers in an effort to increase retail sales in the community. It is the local merchant who sells the nationally advertised products. The manufacturer should not be penalized for his desire to promote the sale of his product through local merchandising outlets.

Certain patent medicine concerns, which are dependent to a great extent on newspaper space to sell their products, may consider themselves fortunate to be able to buy newspaper space at any price. Tobacco advertisements once met with disfavor in places, but now it is rare when a paper rejects them.

Position of Advertisements.—Occasionally, advertisers will insist on a certain position in the paper, and medical advertisers not infrequently attempt to tie up a paper on position by contract. They demand full position—that is, that pure reading matter appear on two sides of the advertisement—or half position, with reading matter on one side of the advertisement. It is unwise to grant advertisers position, particularly by contract. The publisher need have

little fear of loss of business by holding out against this demand for position. He will find it advantageous to sell foreign advertising, and all local advertising, for that matter, on a basis of what is known as "run of paper"—anywhere in the paper.

Large local advertisers who carry space regularly may request that their ads occupy certain positions in the paper, and it is not out of place to grant them this concession, if their accounts are good-sized and the arrangement does not interfere with the general makeup of the paper. For instance, a merchant may request a quarter page regularly on the local page. His account is worthy of special attention by the paper and, if possible, it would be proper to accede to his request.

Freak Advertisements.—Advertisements in freakish sizes, or those calculated to dominate a page with a relatively small amount of space, should be declined. For example, an advertiser should not be sold a column down the middle of the page. Neither should he be sold a strip across the top. An advertisement six inches deep and the width of the page, inserted at the top of the page, will wreck the appearance of the page typographically and will spoil the effectiveness of other advertising on the page. A one-inch single-column ad may be sold, but a one-inch double-column ad should be rejected. A double-column ad should be at least two inches deep, and a three-column ad at least four inches deep.

A full single column may be sold, if it is placed on the extreme right side of the page. A single-column space should not be sold on the left side.

Pyramiding Advertisements.—The pyramid style of arranging advertising will be found the most satisfactory, with advertisements built toward the right of the page, placing the largest ad at the lower right and smaller ads at the side and above it. A horizontal half-page space

always should be at the bottom. A vertical half page should be at the right side. This arrangement, besides leaving the left top space open for news, gives the best possible display to the greatest number of advertisers.

Advertising Layout.—Some advertisers will provide the printer with carefully prepared layouts and neat copy, so that he can follow instructions and set the ad in accordance, typographically, with the wishes of the advertiser. Others submit copy without layout, and the copy at times even is difficult to read. In such instances, the printer must plan the typographical arrangement. He does the best he can with the copy at hand, and usually produces a creditable advertisement.

A layout is a diagram, true to the size of the space that the advertisement is to occupy. In the layout, the copy writer designates where display lines are to be placed and where certain items are to appear. Often display lines are written on the layout, and the size and face of type indicated. Copy for the body of the ad is written on separate sheets of paper and is keyed to correspond with space designations on the layout. Newspapers customarily furnish advertisers with page advertising dummies for use in preparing copy. An advertising dummy is a sheet of paper, full page size, on which are printed column rules, with the right and left margins marked off in inches.

Advertising Typography.—A newspaper cannot carefully regulate advertising typography, much as it may desire so to do. The publisher who takes pride in the typographical appearance of his newspaper desires that it present throughout a uniformly neat appearance in news as well as in advertisements. However, with the large volume of foreign advertising received in mat or plate form, each advertisement having been carefully worked out by experts, according to their ideas of typography, anything like uniformity in display is impossible. It is the desire of advertising

ADVERTISEMENT ILLUSTRATING EXCESSIVE USE OF HEAVY TYPE AND BORDER.

While it may be what the advertiser desired, it does not lend itself to a pleasing typographical appearance on the printed page.

experts, in the preparation of copy and designation of type faces, to effect a striking appearance.

So far as local advertising is concerned, the newspaper, in a measure, can regulate typography, because these adver-

tisements are set in the office. Use of vast quantities of heavy type should be discouraged, and when large type is required, it should be in outline form. Heavy borders, as well as heavy illustrations, for advertisements should not be permitted.

The whole idea, in fact, is to guard against the excessive use of black in type, illustrations, and borders. By doing this the newspaperman will develop a pleasing appearance in the printed page.

Solicitation of Advertising.—While much advertising from local merchants will come to the newspaper voluntarily, systematic solicitation of customers and prospective customers will produce much additional business. Regularly, the first part of the week, the advertising solicitor should make it a point to call on the advertisers for their copy, help them with their layouts, and offer suggestions, if he can do so judiciously. Those who do not advertise regularly also should be visited, and efforts made to show them the value of advertising. Steady and profitable business often can be developed from a non-advertiser, once he has come to understand the benefits to be derived from advertising. Proofs of ads should be submitted to advertisers when they care to see them, but they should be discouraged from making drastic and unwarranted changes after the copy has been placed in type, for such changes are expensive to the newspaper.

Special Editions.—Special editions of newspapers, as a general thing, are nothing more than schemes to sell additional advertising. Special editions run larger than the regular paper and involve a great deal of time and expense for the preparation of a large volume of reading matter. Their value lies in the increased advertising sale, in that, through a special edition, the paper is able to draw business from those who seldom carry advertising. The special edition has a strange drawing power to those who ordinarily

Pilcher
6701 Hollywood Boulevard
Tweed Suits
Velvet Suits
Satin Suits
Quite the loveliest we've seen, with their softly tailored lines, and jackets with varying lengths. Tweeds are very fine and soft in smoky blues and all the browns and greys. Velvets and Satins in black, brown and blues. Women's and misses' sizes.
49.50—69.50
Patrons Parking in Rear of Shop
Charge Acct. Courtesies
Prompt Delivery

AN ATTRACTIVE ADVERTISEMENT, WHICH PRESENTS THE ADVERTISER'S MESSAGE IN A NEAT AND DIGNIFIED FORM.

do not employ printer's ink to spread their message to the public.

On the other hand, regular advertisers, who may enlarge their space in a special edition, as a rule make annual appropriations for advertising, and when they take increased space in a special, they may be expected to curtail future advertising so that the entire expenditure for a given period will come within their appropriation. From them, the newspaper, in the long run, receives no extra business from special editions. It is only from the little fellows that the paper thus derives extra revenue.

Considering the additional cost of issuing a special, it is doubtful whether it pays, except as an advertisement for the paper itself.

Selling Unwanted Advertising a Bad Policy.—High-pressure methods never should be used to sell newspaper advertising. Zealous advertising salesmen often sell large space to persons who do not want it, and who do not use the space judiciously. When it comes time for them to pay the bills, they do so grudgingly, believing that the money is wasted. No doubt, such is the case. When a man has bought space that he does not want, but because he has been persuaded to do so, he develops an attitude, perhaps in secret, of ill-will, if not of hostility, toward the newspaper. For the mere sake of immediate revenue, no newspaper can afford to load down an advertiser with an excessive volume of space. The paper must cultivate and retain the good will of its patrons.

Business and Professional Cards.—Many business men in small towns are not inclined toward advertising which will create a reader demand for the merchandise or service they have to sell, yet they desire representation in the paper. When they cannot be convinced of the desirability of using aggressive advertising, they should be sold what is known as card advertising, or standing ads. These ads well

may be two-inch double-column space, or perhaps three or four inches double-column, or even larger. They seldom require changing, and may be included in pages that are printed on the first run of the paper. Charge for standing ads, notwithstanding the fact that they do not change copy, need not be at a reduced rate. Businesses usually preferring standing ads include insurance agents, auctioneers, hotels, cafés, transfer lines, stage lines, elevators, warehouses, morticians, billiard parlors, barber shops, abstracters, and cigar stores.

Those in the professions regard advertising, except in the form of a modest card, as unethical. In this class are physicians, attorneys, dentists, oculists, and civil engineers. A column or part of a column should be reserved for professional cards, and they should be segregated according to professions, with a caption designating the profession above each section. In the arrangement of professional cards, the card of the individual in each classification who has been located in the city the longest should head the list, and others should follow in the order of their seniority in the city. Two dollars a month is a fair price for a professional card in a paper of 1,500 circulation, with a higher rate as the circulation increases.

Some dentists, known in the dental profession as "advertisers," and for that reason frowned upon by their more modest brethren, are liberal users of display space. Also, chiropractors do not hesitate to spend money for newspaper advertising. Some physicians carry display advertising, but advertising doctors usually are confined to the larger cities. Sometimes these so-called "specialists" in the medical profession make regular visits to small towns and, of course, must have newspaper space in order to make their trips financially successful.

Optometrists do not confine their advertising to professional cards. Frequently they are liberal advertisers.

Reputable lawyers never advertise except in the form of a professional card. Shyster lawyers in cities sometimes advertise for business.

A small but regular source of advertising revenue may be derived from the publication of a lodge directory. Each lodge represented may be charged the professional card rate. The directory should contain the name of the lodge, the time and place of meeting, and the names of the principal officer and the secretary.

Local Advertisers.—The big local advertisers for the country paper are the department stores, grocery stores, clothing dealers, drug stores, theaters, banks, women's ready-to-wear stores, millineries, automobile dealers, garages, meat markets, drug stores, hardware and farm implement dealers, laundries, real estate brokers, automobile supply concerns, notion stores, shoe stores, music stores, bakeries, and haberdasheries.

Chain Stores.—In recent years, chain stores have spread throughout the country. There is scarcely a town of any size in which one or more chain stores is not located. The chain stores are big users of advertising space in newspapers. Their copy is prepared by experts. Whatever may be the local arguments against their practice of cutting in on the independent merchant, chain stores are helpful to the newspaper, for they not only are liberal advertisers themselves, but they force their competitors to advertise. They have brought modern merchandising ideas to the small towns and have awakened many a sleepy country storekeeper to the necessity of keeping pace with the times if he is to survive.

Farm Sale Advertising.—Farmers use advertising space for auction sales. Besides newspaper advertising, they require bills to advertise the auction. These bills they tack along the highways and in other public places, and distribute them on the street. It is advantageous to the news-

paper, and also gives the farmer much better publicity for his sale, if he inserts the entire bill in the paper. The bill can be set five columns wide and about sixteen inches deep. This makes a convenient size for posting. The same type can be used in the paper, and the space sold at display rates. Once farmers are started using display space for their auctions, others who are holding auctions will follow suit, and the newspaper profits much more thereby than if smaller space were taken. When the farmers buy small newspaper space to advertise their auction sales, resetting of the type is necessary for the paper. When the larger space is used, the type can simply be lifted from the job form, thus eliminating the extra cost of composition to the paper.

Readers.—A form of advertisement that has a degree of popularity is the "reader." It is a straight reading notice, set in the body type of the paper. Readers may be of one line, or they may extend to a column or more. Small readers may be used advantageously as justifiers at the bottom of the column. All reading notices should be marked "advertisement" at the end. This is required by the postoffice department.[1] The abbreviation "adv." is not sufficient to comply with the requirement. Sometimes an advertiser requests a news heading over a long reader. When a news heading is used, it should not be set in the regular news head-letter of the paper, but in type which will distinguish the reader from straight news. A charge of at least 10 cents a line should be made for readers.

Suggestions for Class Work

1. Are you of the opinion that a newspaper publisher should hold his display advertising rate at a relatively low figure, hoping to attract a large volume of business by it, and to depend for his profit on volume rather than on a comfortable

[1] *Postal Laws and Regulations of the United States of America,* Section 411.

margin of profit on a higher rate charged on a lesser linage? Which is more desirable in an eight-page, six-column weekly newspaper of 960 column inches of space: 70 per cent advertising at 25 cents an inch, yielding $168 for the issue, or 50 per cent advertising at 35 cents an inch, also yielding $168? Explain fully reasons governing your decision.

2. If you were operating a country newspaper, and the regular advertising rate were 35 cents an inch, would you slash the rate to 25 cents for an advertiser, provided you could not otherwise procure his business and he promised you that he would not reveal that he was receiving a reduced rate? Should a newspaper establish a fair advertising rate and adhere to that rate, or is it more profitable in the long run for the paper to get what business it can at the card rate and to cut prices to others in order to attract their business?
3. What view do you hold toward a sliding scale of charges for advertising in a country paper, the charge to be reduced as volume increases? Would you favor signing local merchants on advertising contracts for a year?
4. What attitude do you maintain with respect to allowing an advertiser credit when a mat or plate of an advertisement is furnished by the advertiser, so that no composition by the newspaper is required?
5. Do you consider it proper for a newspaper to accept foreign advertising direct and allow the advertiser the 15 per cent commission which advertising agencies receive for work they do in behalf of newspapers? Do you regard it as helpful to the paper, in the long run, to accept this sort of business?
6. Outline some of the reasons why country newspapers do not receive a greater volume of foreign advertising through legitimate agencies, and relate how you would proceed to acquire increased foreign advertising.
7. Detail your attitude toward special representatives for newspapers in the national advertising field.
8. Do you deem it proper for a newspaper to charge foreign advertisers a rate higher than that charged local advertisers? Give reasons to support your contention.
9. What attitude would you take toward preferred position for large local advertisers? For foreign advertising accounts of considerable size? For quack medicine advertising?

10. Would you favor pyramiding advertisements in a country paper?
11. Check over the advertisements in a number of country newspapers and note the freakish ads which the newspaper should not have permitted. Observe how they spoil the appearance of the paper. Observe, also, in country papers, how the makeup and display of news is handicapped when advertisements are not carried pyramid style.
12. Examine the advertisements in country papers with particular reference to displeasing typographical appearance, and suggest how they could be improved, with the dual purpose of making the general typography of the paper more attractive and adding to the effectiveness of the advertisement for the advertiser. Note advertisements that make a poor typographical appearance and others that are neat and pleasing to the eye and that, by reason of artistic arrangement of type and illustrations, virtually compel the attention of the reader.
13. Give your ideas on solicitation of advertising from local business men. Do you believe a country newspaper should engage in high-powered sales methods? Do you think the reaction to such methods would be detrimental to the newspaper?
14. What position do you take toward special editions as a means of increasing advertising patronage? Do you, generally speaking, consider special editions beneficial to a newspaper? Why?
15. Do you regard small standing advertisements and professional and lodge cards worth the effort required to sell them? Since the revenue from them is steady, and they rarely require change in composition, but since the results to the advertiser are negligible, should they be encouraged? If so, why? If not, why not?

CHAPTER XXV

CLASSIFIED ADVERTISING

Importance of Classified Advertising.—While large newspapers devote much attention to the development of classified advertising, because of the vast revenue that is to be derived from it compared with the space consumed, and often carry many pages of classified in each issue, country newspapers often neglect this important department of advertising. The volume of classified grows only through persistent effort. Education of the public to the value of classified is essential to increased volume, but once the public comes to make use of this department and to note the results to be had at trifling cost, the classified linage will increase almost automatically.

The carrying of a classified column in the country paper is a measure of service which the paper owes to its readers and to its advertisers. To enable small advertisers to place their copy under departmentalized heads, where it will attract the attention of those who are interested in their offerings, and to classify the offerings so that the reader can find them easily, is one phase of genuine newspaper service.

One of the reasons country newspapers neglect classified advertising is because of the small revenue received from each ad, the necessity of keeping books on trivial amounts, and the bother encountered in making trifling collections. The publishers often think the effort not worth while. Their views in this regard, however, would change, were they able to carry a half page or a page of classified in each issue, for the revenue from it would be far greater than that

derived from an equal volume of display, although, of course, a great deal more detail would be necessary in caring for the business. By persistent effort, it is not impossible to develop a classified department in the country paper which will reach considerable proportions.

Who Uses the Classified Department?—All the readers of a newspaper are prospective users of classified space. The farmer needs the service to advertise what he has to sell. The merchant can use it to advantage. The housewife avails herself of the service when she is in need of a cook or a maid. The real estate broker finds classified of advantage in listing his offerings. The automobile dealer calls attention of the public to his used car bargains through this department. When an article is lost or found, the classified ad is employed. Rentals are listed in classified. The second-hand dealer uses it. Those who seek situations find the want ad helpful. Classified ads have the widest possible appeal among readers in all walks of life. The dowager who has lost a diamond resorts to the tiny classified, hoping through its good offices to recover the gem. Classified helps the lowly charwoman to find work.

Developing Classified Business.—Classified business may be developed through personal canvassing and solicitation by telephone and mail. Personal solicitation is expensive, but it produces good results. Telephone solicitation of prospective customers is not costly, but the results are not so effective as when a visit is made by a representative of the newspaper. Mail solicitation is used to reach advertisers at a distance.

For mail solicitation, the solicitor should clip from other papers classified ads of those who quite likely could be interested in extending their field of advertising. The clipping should be attached to a printed form letter, calling attention to the paper's circulation, the territory it covers, and the service rendered. The cost of inserting the identical

ad one or more times should be specified, and the letter mailed to the advertiser, with the request that, if he would like to have the ad run, he return the form letter with the copy of the ad, accompanied by remittance covering the number of insertions desired. A return envelope should be sent with the form letter for convenience in making a reply. If the advertisers to whom letters are sent are selected carefully, with a view to the appeal that the local field may have for them, the percentage of returns from direct mail solicitation will be surprising.

Of course, a certain amount of classified will come to the paper voluntarily, and the larger the department the greater the volume of unsolicited business.

Classified Typography.—Classified advertising usually is set in 6-point type, but it is not out of place, in a country paper, set in the body type of the paper. A 6-point classified section, however, is more attractive typographically, and also conserves space. If display is permitted, it should be extremely limited, and preferably in outline type. Some newspapers allow no display in classified. Many refuse to accept ads for this department except in single-column measure. In the country paper, classified should be confined to single-column. While in large papers, classified columns often are cut to 10 ems in width, in order to permit more columns to a page and thus increase revenue, the country paper's classified columns should be of the prevailing column width for news and display advertising. Narrow columns should not be attempted, unless the classified department covers at least a full page.

There are various ways to set classified. One is as straight reading matter, with paragraph indentation. Another is by setting the first word flush in capitals and continuing with caps and lower case, indenting the second line one em on the left, and setting the subsequent lines flush. Still another style is to set the first word in caps and to con-

tinue with caps and lower case, hanging indentation. Or the first line may be set entirely in caps. Specimens showing typography:

Real Estate For Sale

Modern house, six rooms, garage, plenty of fruit, paved street, near school and business district. $4000, terms. See A. W. Wilson, realtor.

MODERN house, six rooms, garage, plenty of fruit, paved street, near school and business district. $4000, terms. See A. W. Wilson, realtor.

MODERN house, six rooms, garage, plenty of fruit, paved street, near school and business district. $4000, terms. See A. W. Wilson, realtor.

MODERN HOUSE, SIX ROOMS, GARAGE, plenty of fruit, paved street, near school and business district. $4000, terms. See A. W. Wilson, realtor.

The third and fourth forms are better than the first and second. Once a form for classified is adopted, it should be followed in all ads.

When display lines are permitted in classified, this form may be used:

$1000 BELOW COST

Five-room modern home, lawn, shrubs, northwest section. Full price, $3500, $500 down, balance like rent.

A. W. Wilson, Realtor

Classification Headings.—Headings for classifications should be set in an outstanding type, preferably 12-point black-face, with a single- or double-line rule, or a wavy rule above and a single-line rule below. A one-line straight rule should be placed between advertisements. When heads such as "For Sale" or "For Rent" appear, it is not necessary to insert these words in the body of the ad.

Blind Advertisements.—Some classified advertisers do not desire their names used in connection with ads, but will

direct that a written reply be mailed to them in care of the newspaper. Such ads are known as blind ads. Receiving and forwarding replies to blind ads is a part of the service that the paper gives its customers. A system of keying ads, which will insure the reply being delivered to the person for whom it was intended, should be devised. A blind ad may be keyed, H-42, care Journal.

Keeping an Insertion Schedule.—In order to avoid maintaining a record on scheduled insertions of classified ads, country papers sometimes use numerals, letters, and characters at the end of the ad to guide the makeup man in killing ads between one issue and another. An ad that is marked 20-4 starts with the No. 20 issue of the current volume of the paper, and runs for four issues. An ad marked 20tf starts with No. 20 and runs until ordered discontinued, or "till forbidden." An ad after which the symbol 20-2* appears, starts with No. 20 and runs two issues. The asterisk denotes that the advertiser has paid in advance for the insertions. Papers are getting away from this old custom of placing instructions in ads. Instead, the advertising department maintains a schedule, and marks on each issue of the paper the ads that the makeup man is to kill in the subsequent issue.

Charges for Classified Advertising.—Classified advertising is worth at least 10 cents a line. That is a fair price for a country newspaper to charge. Some papers make a reduction for three or more insertions. Sometimes three insertions are run for the price of two, if the copy is not changed. When display lines or white space are used in classified, the charge should be made on a line rate for the space consumed, employing as a basis of computation 6- or 8-point, whichever is regularly used in the classified columns. If the regular type used in these columns is 6-point, a 12-point display line should be computed as two 6-point lines.

Suggestions for Class Work

1. What importance do you attach to classified advertising in a country weekly? Do you believe it can be developed to such an extent that it will constitute a valuable service to the public and a profitable department in the newspaper?
2. Since the development of a considerable amount of classified advertising is a long, drawn-out process, involving much detail, do you consider it worth the time and effort involved?
3. How would you proceed to develop classified business?
4. Note in country newspapers the comparatively small volume of classified business and speculate on additional classified business which the community should afford.
5. What rate do you think a country newspaper should charge for classified advertisements?

CHAPTER XXVI

NEWSPAPER PROMOTION

Advertising.—The newspaper sells advertising space to the public. It is an agency of publicity and promotion, besides being a dispenser of news. If newspaper advertising is beneficial to the merchant and to the manufacturer, it then is well for the newspaper to take some of its own medicine —to promote its own interests with the public and with prospective advertisers. The newspaper can use its own advertising columns effectually for the extension of its business. Particularly in issues in which commercial advertising patronage is light does the newspaper find opportunity to print its own advertisements. These are known as "office ads," and can be inserted as space "pluggers" on occasions when an abundance of space is available. Newspapers should have in reserve advertisements for themselves, already set for use in the last-minute closing of forms, for such advertisements are very suitable for filling space and they carry a definite message to the reader.

The newspaper's own advertisements are calculated to stimulate business for the paper, either in developing more advertising patronage, promoting circulation, calling attention to matters of exceptional merit in the news, editorial, or feature departments, or advertising the commercial printing business of the paper.

Advertising in trade publications, in order to reach agencies that place national advertising, and thus to emphasize the trade advantages of the field that the paper covers and the extent of coverage, will keep the newspaper before

those who are interested in buying space in the country press.

Letter-Writing.—Keeping in touch with advertising agencies through personal letters, soliciting business and outlining the field, setting forth the number and descriptions of retail merchandise outlets, the number of families in the trading area, the per capita bank deposits, the industries of the community, and the like, is a helpful means of procuring national advertising. The agency should be assured of extensive coöperation on the part of the paper in handling national advertising. Well-printed, illustrated circulars, dealing with the community, may be included with correspondence, and if they are attractive and carry a real message, they will not be overlooked by the agency.

Extras.—When really big news breaks, either locally or nationally, it is not out of place for a country newspaper to issue an extra edition, purely for street sale, if it can beat outside dailies with the news. An extra need consist of but two or four pages, and only the first page must be new. The story for which the extra is issued should be given big display on page 1. The other pages may consist of type and advertisements picked up from the preceding issue, or may be filled with boiler plate. News which justifies an extra by a country paper includes election results, a catastrophe, death of a very high public official, or some other event which is extraordinarily outstanding. Financial returns to a country paper through the sale of an extra will be negligible, but the act shows enterprise, alertness to the value of news, and a desire to be the first to serve the reader. An extra is well worth while for its promotional effect. In issuing an extra, speed is essential, for an extra on the street is practically worthless if another paper has reached the street first with the news.

Envelope Stuffers.—Stuffers on various subjects pertaining to the newspaper may be inserted in envelopes along

with regular correspondence. Envelope stuffers are appropriate in advertising the commercial printing department of the paper. Blotters are helpful if they are neat and attractive. They may be sent with correspondence and also can be distributed to business houses. Blotters carrying a calendar of the month usually will be preserved until the end of the month.

Pleasing Office Appearance.—An office and printing plant that is clean, attractive, and maintained in an orderly fashion is a splendid advertisement for the newspaper business and reflects prosperity. Walls should be kept fresh, and the windows washed. The office should be equipped with up-to-date furniture. The printing department should be as modern as conditions will permit and should be well arranged. The typical country newspaper office of yesterday, with its dirty windows, grimy, old-fashioned furniture, and filled with litter and otherwise presenting a picture of disarray, for the most part is passé. When an office of the slovenly type is encountered, it creates a displeasing effect upon the public.

A mechanical electric sign in front of the newspaper office, or on the roof, is a good advertisement. Its blazing letters continually keep the name of the paper before the public at night.

Editorial Associations.—Membership in editorial associations—county, district, state and national—is of benefit to every publisher, for it keeps him in touch with other publishers, socially and in a business way. Attendance at conventions of editorial associations cannot be otherwise than profitable to the publisher, for at such gatherings ideas are exchanged, which are valuable in newspaper operation. Fraternizing with others engaged in the same line of business also is beneficial.

Window Bulletins.—Window bulletins of important spot news always will attract attention and constitute a service

which is appreciated by persons in the street. If a story is one of great local interest, the bulletin may be supplemented by a detailed typewritten story. If a window bulletin service is developed, the public will become accustomed to watching the newspaper windows for all important news.

Suggestions for Class Work

1. Inspect country newspapers for advertisements promoting the newspaper and determine whether they are of a character that will prove effective, or commonplace and of such nature that they merely serve as space fillers.
2. Do you think it worth while, for promotional purposes, for a country paper to issue an extra edition for street sale if extraordinary news breaks?
3. Outline other promotional methods for country newspapers which you may observe from reading country weeklies or which otherwise may come to your attention, and express your opinion on the merits of the enterprises.

CHAPTER XXVII

LEGAL ADVERTISING

Legals Highly Desirable.—Legal advertising is much sought by country newspapers, and rightfully so, for it is business for which a high rate is received, and payment virtually is certain. Losses from legal business perhaps are the lowest of all branches of newspaper work. This is because much legal advertising is a direct charge against public funds, while that which is not is printed on orders from public officials, and payment may be forced through these channels.

Federal and state laws require that certain public and semi-public matters be advertised in one or more newspapers of general circulation in the territory affected by the proceedings. These required publications cover a wide range of items, varying under the statutes of the several states. The statutes specify the number of insertions required of each advertisement.

Government Advertising—Federal.—Advertisements of the United States of America apply mainly to the public land states, those states in the far west in which land is yet open to entry. They comprise notices of final proof on homesteads, notices of contests on homestead entries, notices of restoration to public entry of forest reserve lands, notices of application for mining patents, and notices of application for power sites. The federal government also has other forms of advertisements, such as sale of goods seized for nonpayment of customs, applications for bids on public construction, bankruptcy notices, and the like.

Designation of the paper in which government advertisements are to appear is made, in certain instances, by officials in Washington, in other cases by district and local federal officials. When the advertisement may be inserted in but one of two or more eligible publications, politics often enters into the distribution of the patronage, the paper that is most friendly to the administration receiving the business. In this manner, officials of the party in power nationally seek, in their feeble way, to reward the worthy and punish the unworthy in the distribution of public "pap." In public land states, the favor of the United States senators and members of congress is valuable in procuring business.

State Advertising.—State advertising patronage is controlled largely by political preference, when conditions are such that the official can elect the paper in which the publication is to be made. State advertising is of a wide range, consisting of official reports, calls for bids, advertising of proposed constitutional amendments, and a large variety of other matters.

County Legals.—County legal advertising also is dealt out by officeholders who usually have careful regard for the interests of their friends in the newspaper business. Local politicians often attempt to use county legal patronage as a club over the heads of newspaper publishers to bring them into line politically. The wise publisher, however, will not permit them to direct his editorial course. The publisher has ready means for combating obstinate politicians, means which can be used effectively in an emergency. While drastic methods are not recommended, occasions arise when politicians should be impressed with the power of the press.

County legal advertising includes reports of boards of supervisors and commissioners, financial statements of various officers, notices of public improvement, summonses, probate notices, notices of sheriff's sales under execution,

notices of delinquent taxes, tax sales, notices of election, and a vast amount of miscellaneous matter directed by law to be published.

City Legals.—The volume of city legal notices is considerable, particularly if the city is growing rapidly, and if a great deal of public improvement, such as pavement, sewers, and sidewalks, is under way. These improvements require notices of public improvement, notices of bond election and sale, and notices of assessment. The city council, or board of aldermen or trustees designates the paper in which city notices are to be published. In many states, the law requires printing of detailed accounts of city council proceedings. Politics often enters into the distribution of city printing.

Other political subdivisions furnish legal advertising. They include school districts, highway districts, townships, and improvement districts.

Semi-Public Legals.—Another class of legal matter is what is known as semi-public legals. Their publication is required by law, but payment for the publication is made by a private individual or firm. Statements of condition of banks fall in this class, as do most probate notices, alias summonses, financial statements of insurance companies, notices of dissolution of partnership, and many others.

Calling for Bids.—When newspapers are in competition for legal advertising which is a direct obligation against a county or city, governmental bodies often call for bids on the work and let the contract to the lowest bidder. Sometimes the law requires that calls be made for bids. Eagerness for business may cause newspapers to enter into cut-throat competition for legal business, to the end that no one makes a profit on the work, and at the same time a precedent, which is difficult to overcome, even over a period of years, is set in beating down the rate. There usually is enough legal printing to give all papers a share at a price

which will permit them to make a good profit on the business, if they will but refrain from slashing the rate.

Legal Advertising Rates.—In most states, the statute defines the maximum rate that may be charged for legal advertising. The rate usually is ample. The law, taking into consideration the cost of setting the type, generally provides a higher rate for the first insertion than for subsequent insertions. The legal rate most often is based on a column inch of 6-point type. In some states, the "square" is taken as a unit of measurement for legal advertising. A line rate also applies at times. A higher rate usually is allowed for tabular matter than for straight matter, because of the increased cost of composition of tables of figures. While the law fixes a maximum charge, it does not define a minimum, and the publisher is at liberty to accept less than the legal rate if he is inclined to take profits out of his own pocket. In advertising for the federal government, it is provided that the rate shall not be higher than that charged private individuals for a similar service.

Affidavits of Publication Required.—On most legal advertisements, the publisher must make an affidavit of publication. A form is printed for this purpose, and on it must be pasted a printed copy of the advertisement. In the affidavit must be set forth the name of the paper in which the notice appeared, the paper's frequency of publication, the dates of publication of the notice, and certain other data defined by law. This affidavit must be delivered to the person ordering the advertisement, or to his attorney, and must be filed by him in the public records as a part of the legal proceeding to which the notice pertains.

In the affidavit of publication, the publisher has a leverage over the advertiser in collection of the advertising bill, for he need not furnish the affidavit unless the obligation to him has been paid. Without the affidavit, the advertiser cannot continue with his legal procedure.

Legal Newspapers.—Legal newspapers are defined by statute. In order to qualify for the publication of legal advertising, a newspaper must have been regularly issued for a stated length of time, and must be a bona fide newspaper, not a mere advertising sheet. It must be a newspaper of general circulation. In other words, it must be a permanent institution, and not a mushroom publication, bobbing up before an election, hoping to grab public patronage if the candidates it supports are successful at the polls.

Following Copy Is Essential.—Legal advertising is exacting work. On a mere mistake of one figure or letter may hinge thousands of dollars. Copy for legal advertising is prepared by attorneys or others deemed qualified to prepare the notice properly. The newspaper should take particular care to follow the text of the notice in setting the type and should not take the liberty of changing copy. If what appears to be an error in copy is discovered, attention of the person who drafted the notice should be called to the matter, and no change should be made until it is authorized by the proper person. In this way, the newspaper publisher avoids the responsibility for errors in legal notices.

Legal Advertising Typography.—Legal notices should be set in 6-point type. The name of the court or office in which the proceeding is had, if set forth at the outset of the notice —and such usually is the case—should be set with hanging indentation, as well as should the title of the case. Descriptions of real estate should be indented one em. The following specimens show how legal notices should be set, typographically:

NOTICE OF SHERIFF'S SALE UNDER AN ORDER OF SALE

In the District Court of the Tenth Judicial District of the State of Idaho, in and for the County of Idaho.

Holland Bank, a corporation, plaintiff, vs. Lenora Emelia Butler, in her own right, and as administratrix with the will annexed of

the estate of Charles M. Butler, deceased, Bank of Stites, a corporation, and E. W. Porter, as commissioner of finance of the State of Idaho, defendants.

Under and by virtue of an order of sale and decree of foreclosure issued out of the district court of the tenth judicial district of the state of Idaho, [etc.]

NOTICE OF APPLICATION FOR PATENT

In the United States District Land Office at Lewiston, Idaho, Dec. 6, 1923. No. 07950.

In the matter of the application of Thomas H. Minear and Charles E. Shepard, as trustees of the Idaho-Comstock Owners, for a United States patent for the Dillinger lode mining claim, Mineral Survey No. 2999, Lewiston Land district.

Public notice is hereby given in the above entitled matter by the undersigned as trustees, that, in pursuance of Chapter VI of Title 32 of the Revised Statutes of the United States and the acts of congress [etc.]

NOTICE OF ASSESSMENT

Notice is hereby given that, at a meeting of the directors, held on the 10th day of December, 1928, at 8 o'clock p. m., at Spokane, Wash., an assessment of 10 (ten) per cent per share was levied upon the capital stock of the [etc.]

NOTICE OF TRUSTEE'S SALE

WHEREAS, by a deed of trust, dated Aug. 11, 1925, recorded Aug. 12, 1925, in book 5283, page 183, of Official Records of Los Angeles county, California, Pauline Houston, a single woman, did grant and convey the property therein and hereinafter described to the Title Guarantee and Trust company, a corporation, as trustee, to secure, among other things [etc.]

Suggestions for Class Work

1. Since the designation of newspapers in which public advertising is to appear rests largely in the hands of politicians, do you believe it advisable for a newspaper to "play up to" these politicians in order that it may be favored with official advertising?
2. Suppose that your competitor, "on the inside" of a political ring, were receiving the bulk of official advertising originating in your territory, how would you legitimately proceed to acquire your share of the business, provided you had not fought the ring editorially? What would be your attitude if you had bitterly opposed the party in power?

3. Reverse the situation, and assume that you were in the favor of the powers in control of public advertising: what methods would you pursue in order to prevent your competitor from making inroads into your legal patronage?
4. When competition for public advertising and printing is keen, with two or more newspapers scrambling for a part of the work, and bids are asked for the service, do you believe it advisable to engage in cutthroat practices with fellow publishers in order to procure the work? Or do you believe that competing newspapers should reach a "gentlemen's agreement" for division of the work among them at a price that will be fair to the public, which pays the bills, and that will return a respectable margin of profit to the newspapers?

CHAPTER XXVIII

ACCOUNTS AND CREDITS

Bookkeeping Methods.—A complicated system of bookkeeping is not necessary in a country newspaper office. The simpler the system, the better; yet, a set of books, which will enable the publisher to determine at a glance the financial status of his business and know whether he is making or losing money, should be maintained. He should be able to tell which department is paying. He should know how much profit the job department returns, and how much profit is yielded by the newspaper proper. He also should know the amount of accounts receivable for advertising and printing. So far as the circulation revenue is concerned, he only can approximate the amount receivable, without going into much detailed work, if subscriptions are permitted to become delinquent. If the subscription list is on a strictly paid-in-advance basis, he can anticipate the revenue from it with reasonable certainty, month by month.

A book in which cash receipts and disbursements of the business are entered will serve the publisher well, for from it he can tell whether he actually has made money. And then, he can take into consideration accounts receivable and bills payable, and arrive at a further conclusion on the status of his business. He should remember, however, that not all accounts receivable can be collected, unless he is extraordinarily cautious about the extension of credit. On the other hand, he will be obliged to meet all bills payable.

Journal.—A large journal, or cash book, with ruling of five columns on the credit side and two columns on the debit

side, is suitable for entries of cash receipts and disbursements. Receipts should be segregated under columns headed *Display Advertising, Legal Advertising, Classified Advertising, Circulation, Job Printing.* In this manner, the total revenue from each department of the business can be determined, and also the total for the newspaper and for commercial printing.

On the debit side, only two columns are needed, one for expense in connection with the newspaper, the other for the job department. All paper stock should be charged to the job department, with the exception of newsprint. Salaries and wages should be divided between the departments on a basis of the time devoted to each. To be accurate in the matter of division of wages, time cards must be kept. However, if time cards are not maintained, the percentage of time that workmen devote to each department can be approximated with fair accuracy. Division of overhead expense also can be approximated. If it is shown that two-thirds of the business is derived from the newspaper and one-third from the job department, it is well to charge overhead expense to the two departments on this basis.

All costs should be charged against the two departments when the bills are paid. The publisher should draw a check regularly for his own salary and charge the amount against the business. Receipts and expenses should be totaled at the end of each month, and again at the close of the year. At the end of the year, interest on the total investment, whether or not actually paid, should be charged against the business, and also depreciation on machinery at the rate of 10 per cent. If, after all these expenses have been deducted, a balance remains, the business will have been profitable to the extent of the balance.

Ledger.—All charge accounts for advertising and job printing should be entered in a ledger. A loose-leaf ledger is desirable for this purpose, for, when a page is filled or an

account is closed, the page can be removed, and the ledger will not be cluttered with useless pages. When a ledger account is paid, the amount of cash that has been received on the account should be segregated, according to the departments in which the work was done, and entered in the cash book.

Index Cards.—With circulation accounts kept on index cards, they are entirely separate from the advertising and job accounts entered in the ledger. Circulation payments should be entered on the cards and in the circulation column of the cash book. Receipts should be given or mailed for all circulation payments.

Job Record.—Printers maintain what is known as a job record. In it is entered a record of all job work done, including the name of the customer, the date of placing the order, the date of delivery, a brief description of the job, and the price. The item is transferred from the job record to the ledger, if it is a charge account. If it is cash, entry is made in the job column of the cash book at the time that payment is made.

Advertising Record.—An advertising record often is maintained, in which is entered the number of inches of display advertising of each advertiser in each issue of the paper. Classified and legal advertising also may be entered in the record, and transfers of charges in all three classes made to the ledger. Entries of advertising charges, however, can be made in the ledger direct from each issue of the paper, checking off, with a heavy pencil, each advertisement as the charge is entered.

Payment by Check.—All bills should be paid by check. Instead of using ordinary checks furnished by banks, it is advisable for the publisher to print his own checks and to make them an outstanding job of printing.

Other Bookkeeping Methods.—More complicated bookkeeping methods than those outlined can be utilized for a

newspaper, but for a simple system that will cover the essentials and enable the country publisher to keep his accounts straight with no great difficulty, this system will suffice.

Extension of Credit.—Requests for credit will be numerous, and it is necessary that credit be extended by the publisher. Local business men who are accustomed to paying their bills monthly will not offer to pay for their printing and advertising when the work is done, but will expect to receive a statement of account at the end of the month. The publisher will incur their displeasure and possibly suffer loss of business if he attempts to collect on these accounts before the customary time for payment.

There are business men and others in every community, however, who are extremely tardy in meeting their obligations. With regard to them, care should be exercised in the extension of credit. Their accounts should not be permitted to get too large. The larger the account, the more difficult will it be for them to pay. Then there will be others who have a reputation of not paying their bills. Advertising done for persons who are classed as dead-beats, or near dead-beats, should be cash in advance; job printing for them should be cash on delivery, if they are not required to pay in advance. Work should not be done for transients, unless they pay in advance or furnish evidence of their ability to pay.

In the handling of credits, much diplomacy is essential. The publisher cannot afford to alienate paying business by tightening credit on those who will pay. Also, he cannot afford to furnish advertising and job printing to those who will not pay for it. Merchants' associations maintain for the information of their members lists of dead-beats in the community. The newspaper publisher should be affiliated with the local merchants' association, if one exists, for his own protection.

Suggestions for Class Work

1. If you have access to country newspaper offices, ask the publishers to explain to you the bookkeeping methods they use, and as a result of this inquiry devise a system of bookkeeping which you believe would serve you well as publisher of a country weekly, remembering that you probably will not be able to employ an expert to keep your books and therefore must devise a set which is not complicated.
2. What attitude do you maintain toward the extension of credit to advertisers and patrons of the job printing department?

CHAPTER XXIX

THE SELECTION OF A LOCATION

The Community Must Be Able to Support the Newspaper.—The matter of selecting a newspaper location is a subject that should be given most careful consideration, for much of the future success of the newspaper man in the country field depends upon the desirability of the property he acquires and the opportunities which the community offers for development and expansion. A poor field is a great handicap, even to men of extraordinary ability and wide experience. While a measure of success may be possible in an inadequate field, the opportunities are so much curtailed that it is not well to bother with a town that is too small to properly support a respectable newspaper, or with a field that is too crowded to hold a likelihood of expansion.

While some publishers, through previously having acquired a knowledge of printing, are able to exist and, perchance, prosper in a very small field, by reason of performing much of the mechanical work and many of the menial tasks themselves, and, of course, are to be commended therefor, it is not a one- or two-man type of newspaper business with which it is desirable to deal, for they are so small as to be virtually little more than print-shops.

When the editor and publisher of a country newspaper is obliged to devote a share of his time to the actual work of printing, the business is destined to suffer, and often to suffer immeasurably. The business, at the outset, should be large enough, or capable of development to such magni-

tude, that its directing head at no time, except in the most extraordinary emergency, will find it necessary to work in the mechanical department. It is of much advantage to understand this work, even though it may be only a superficial knowledge, for the purpose of exercising intelligent supervision over the plant and business; but the time of any man, who is capable of operating a newspaper, is too valuable to spend in the actual work of typesetting and printing.

The Various Fields for a Country Paper.—While the ideal newspaper community will be exceedingly difficult, if not impossible, to find, it is well to look to a field in which diversification of industries exists. Such a community is the most substantial, year after year. While depression may come in one industry, others will enjoy prosperity, to the end that the community will not be likely to suffer an era of business stagnation.

A town that is a trading center for a large agricultural area as a rule offers a suitable field for a newspaper, especially if the farming is diversified. In the middle west, this method of farming is practiced almost exclusively, and some of the best country newspapers are to be found there. When a farmer raises corn, oats, barley, wheat, hay, swine, cattle, sheep, horses, and poultry, and pays some attention to dairying, he is almost certain to be reasonably prosperous, for, if one crop is below normal in quantity, quality, or price, another crop will be above the average, so that the farmer will have money to spend with the home merchant. He will have something to sell every month of the year, and ready cash will be pouring into the community.

On the other hand, in certain parts of the country, notably in the far west, it quite often is the practice of farmers, because of peculiar climatic or soil conditions, to rely almost exclusively for their income on one crop. For instance, wheat, or sugar beets, or alfalfa, or peaches, apples, apricots, English walnuts, oranges, or lemons. In the

south and southwest, cotton often is the only staple crop raised. It readily will be seen that, when what is known as the off-year occurs—and the off-year is far from being unknown—when the crop is short, or the price is unusually low, returns from the product of the soil are meager and often not sufficient to pay the farmer or orchardist the cost of production. Business in the town suffers correspondingly. The community is drained of cash. Vigorous economy is necessarily practiced by the consumers. The merchant is unable to move his wares. Advertising appropriations are reduced or eliminated altogether, because, no matter how extensive may be the reader demand created by advertising, the consumer is virtually without funds, and advertising is of little benefit to the retailer. Farmers, who have been extended long-term credit on the expectation of a crop, cannot pay the bills that already have accumulated, to say nothing of making new purchases; and general business stagnation prevails. If a farming community is to be chosen as a newspaper location—and most country newspapers are in farmer-made towns—it indeed is advisable to look toward a section that is devoted to diversified agriculture. Particularly is dairying a great asset to a community, for, through the sale of milk and cream, the farmer daily or weekly receives cash for his product, and this in turn is expended for advertised commodities.

Mill and Mining Towns.—Business always tends to be exceptionally brisk in manufacturing, lumbering, and mining towns, when these industries are in operation. Big payrolls are among the best stimuli to retail trade. Persons employed in such towns spend money as rapidly as it is received, and, with large payrolls met weekly, semimonthly or, at the longest, monthly, ready cash is available, terms of credit are short, extending only from one pay day to the next, and retail business prospers. All sorts of products find quick sale. The population is likely to be of

a floating type, and retailers are required to use the advertising columns of a newspaper extensively in order to reach the buying public and acquaint the public with their merchandise, its merits, and its prices. Because of the semi-transient population, the dealer must continually keep his name before the buyers. His good will is not established with families that have traded with him for years, for this class is not to be found, as a rule, among factory or mill workers. They move from place to place with the ups and downs of the industry.

Business depression, poverty, and suffering come to mill and mining towns when the sustaining industries close down, sometimes only for a few weeks or months, occasionally for years. A slump in the market for the output of mine or factory, overproduction, labor disturbances, and other causes force shutdowns. The pay envelope is missing. The workers have been free with their money when work was plentiful. Their savings, if any they had, soon are consumed, and retail trade declines to a low ebb. Normal conditions, however, are quickly restored when the industries resume.

Sawmill towns are likely to retrograde when the available supply of timber, which keeps the mills running, is exhausted. Unless the cut-over land is suitable for agriculture, and an effort is made to colonize it, these towns surely will die. This condition already obtains in certain parts of the country.

Railroad Towns.—Towns which are division points on railroads, and in which large numbers of trainmen, switchmen, and shop workers reside, are similar to factory towns in most of their characteristics. The men earn steady wages, are well paid, and spend their money. They buy the best and contribute much toward creating what is popularly known as a "live" town.

Prosperity of a railroad town is assured. While the rail-

road, in time of general depression, may be obliged to retrench, it cannot cease operations altogether, and, so long as the division point is not changed, or the shops moved, stores will be plentiful, merchandise will sell rapidly, and prosperity will prevail.

Resort Towns.—Resort towns have their seasons of plenty and their seasons of little, dependent upon the influx of tourists. Some enjoy splendid business in summer, and stagger through the remainder of the year on the profits of the few prosperous months. In others, winter is the season of prosperity, depending, of course, upon geographical location and climatic conditions. If steady income is desired, resort towns should be avoided, as also should boom towns when a substantial future does not appear to be reasonably assured.

Combination of Industries.—A most desirable location, therefore, may be said to be one in which there exists a combination of industries which make for continued prosperity. A large surrounding agricultural and stock-raising area should be the prime requisite; and this may be followed, in increasing prosperity, by factory, mine, or railroad payrolls, or all. Such towns, of course, are to be found. They usually are well supplied, from a newspaper point of view; and to establish one's self there requires a considerable outlay of money, for the newspapers are prosperous, and the owners are reluctant to part with them. It is not essential that a combination of successful industries exist in order that a newspaper may succeed, but it is always highly desirable.

Civic Attractions.—In choosing a location, one naturally will be impressed by the general appearance of a town, the air of prosperity and civic pride that prevails, or lack of it. An alert newspaper man will require but a short time to determine whether a town is prosperous, whether its business men are wide-awake and progressive, or whether the

merchants are stagnating and the town is down-at-the-heel and decadent.

Are the business houses and homes modern and well kept? Are the streets paved? Are the sidewalks ample, or are paths beaten in the grass in the side streets by pedestrians? Are the lawns neat? How about the schools? Churches? Public buildings? Water supply? Public library? Parks?

What is the reason for the town's existence? What sustains it? The matter of transportation, both by railroad and highway, is very important. Is the town on a main line of a railroad and on a state highway, or is it isolated? Is it so near a large city that residents of the town can conveniently ignore their local merchants, and travel, within a brief space of time, by motor, steam railroad, or electric line, to the city and make their purchases?

Does the town have possibilities of growth, or is it at a standstill, or inclined to go backward? Do the retailers enjoy a brisk trade because they carry up-to-date merchandise, offered at attractive prices through liberal newspaper advertising; or are the retailers mere proprietors of country stores, content to sit behind the counter and gossip with loafers, who affix themselves to empty cracker-boxes, "chaw terbaccer," and miss the cuspidor when they expectorate?

Generally speaking, are the inhabitants of the town, both men and women, well-dressed? Are the business and professional men freshly shaven; do they keep their clothing pressed and their shoes shined? Do the women follow the latest styles in dress, or are they content to wear last year's models? The matter of the personal appearance of the town's inhabitants is important, indeed very much so. It indicates, to a marked degree, whether the town is what may popularly be termed "alive." It discloses whether the retail stores constitute an important outlet for advertised

merchandise of high class. It indicates prosperity, or it does not.

A town that is the center of a trade area populated by industrious, progressive people, who demand the best in the way of commodities, is a town that will have merchants who believe in advertising in order to move their goods, and who are willing to pay a reasonable price for newspaper space. No newspaper can live without advertising, although some manage to exist for a time on very little of it, and that sold at ridiculously low prices.

A trained newspaper man can analyze a town within a brief time. Inspection of the newspaper, by which, it often has been said, a town may be known, a motor ride through the principal streets, a few minutes' talk with a banker, and conversations with several business men who are regarded as leaders in the community, and he is aware of the kind of town in which he has set foot.

Some will select a "hayseed" town, the inhabitants of which never did exert more than sufficient energy to keep themselves alive, and never will. Others will lose no time in getting away, for they will desire a place that is up-to-date, progressive, attractive, and growing, for that is the kind of town in which newspaper efforts are appreciated and rewarded, and in which the most satisfaction is derived; for the business men are alive, competition among them is keen, the people are worth while, and civic pride runs high. The public will want a good newspaper and will be willing to pay the price necessary to support one.

A County Seat Preferable.—The advantages of a county seat over a town of similar size but not a county seat are numerous. As the center of county government and the location of the courts, the county seat is the news center of a large area, and the paper which thoroughly covers, in its columns, official news in a clear and interesting manner will gain prestige throughout the county and will be sought by

readers in remote parts, particularly for news of the courts and the county administration.

Official advertising and commercial printing from public offices usually is awarded to the paper located in the county seat, because of the prestige that this paper carries and because of the fact that its location is convenient to those who purchase supplies for the county. The public printing account is one which will vary with the size of the county, but it is an item which no newspaper publisher can afford to ignore. While in some counties it may not gross more than $1,000 a year, in others it may reach $10,000 or more, even in a county in which no large city is located. The pay is certain. The account always is capable of development if proper methods are employed.

Publication of official notices, proceedings of county boards of supervisors or commissioners, probate notices, notices of sheriff's sales, summonses, reports, and the like constitute profitable business.

The county seat is the legal center of the county. Here are located many attorneys, and of certain legal notices originating with them, they have entire control, so far as designation of the newspaper which is to print the notices is concerned. Their business, indeed, is worth cultivating. Legal rates apply to their work, and their clients pay the bills. Also, the attorneys frequently must have printed in book form briefs of arguments on cases appealed to the state supreme court, or to federal courts. Such work, as is true with legal advertising, is exacting but well paid.

Numerous smaller printing and publishing accounts are to be had in a county seat town, which, in themselves, may be comparatively small, but in the aggregate mount into hundreds, and sometimes thousands, of dollars annually.

No matter how much influence a paper situated outside a county seat may wield, the man who is on the job at the courthouse will have the advantage, because of location;

and if he does not utilize this advantage in acquiring a share of the public work, he has no one but himself to blame.

While public work should not be counted upon to sustain a business, it is very much worth having. The possibilities of acquiring and retaining it are much greater for the county seat paper than for one in an outlying town.

Investigation of Field.—One should bear in mind that it is advisable to make a quiet investigation of a newspaper field under consideration, not generally disclosing the purpose of the visit: first, because of the possibility that the tentative buyer will come in contact with friends or agents of the seller, who will endeavor to promote a sale and who may give information that is not reliable; and second, a prospective seller of a newspaper usually does not desire the word broadcast that his paper is on the market, for fear that, if the deal were not consummated, his business would suffer. When a newspaper is generally known to be on the market, the public forms the impression, right or not, that the business is not on a paying basis, and injury may be done the publisher by it. If the owner of the paper requests that no undue publicity be given a pending deal, the prospective purchaser should respect the publisher's wishes as much as is consistent with good judgment. It is not meant, however, that the man who has a location under consideration should jeopardize his own interests by failure to conduct a painstaking investigation of the field and business prospects, if he is seriously interested in them.

Suggestions for Class Work

1. Select several towns with which you are familiar, and analyze them as to their advantages and disadvantages as newspaper locations. Are they progressive towns, and do they have prospects of considerable growth during the next few years? Are they standing still, or losing population? What are the

sustaining industries of these towns? Do the industries indicate that a steady stream of money will be flowing into the towns throughout the year from the sale of manufactured or agricultural products, and from other sources, or is it likely that the big returns will be received at only one season of the year—at harvest, as in a town supported almost entirely by cotton plantations or wheat ranches, where but one staple crop is produced? If a community is devoted wholly to agriculture, do the farmers practice diversified farming? If it is a manufacturing town, does a check disclose that the mills and factories have operated with regularity, or have long periods of shutdowns existed, during which many of the residents of the place have been out of work? Analyze five or six towns of approximately the same size, and determine which you would prefer as a newspaper field, giving reasons for your selection.

2. Would you insist on a county seat town as a location for a country newspaper? Select some that are not county seats but similar in size to county seats with which you are familiar, and analyze them from a newspaper point of view, both as to the opportunity of producing a readable newspaper, and as to business prospects. Compare them with the county seats.
3. Recalling a town which is "down at the heel" but located in a fairly prosperous district, do you believe that, if you were able to buy a newspaper there at a low price, it would be advisable to embark in business in that town? If so, why? If not, why not? Do you believe that, through the expenditure of considerably more money than you received in operation of the business over a period of several years, in publishing a first-class weekly newspaper you could rejuvenate the town and imbue the merchants with modern advertising methods, and thus get the paper on a paying basis? Granting that you could do all this, do you think the effort would be worth the cost?
4. If you were to search for a newspaper location, explain how you would proceed, after you had arrived in the town, to check the field as a desirable one from a newspaper point of view.

CHAPTER XXX

NEWSPAPER VALUATION

What Is the Business Worth?—After a suitable location has been found, the next question that arises pertains to the actual value of the newspaper. What is the paper worth? This is a puzzling question, for which no cut-and-dried rule can be put down. Many matters must be taken into consideration in arriving at the price which should be paid for a plant and business. Most owners, who are not pressed to sell for personal or financial reasons, will ask more than the business is worth, and they are justified in maintaining this attitude toward a prospective purchaser. They are established, presumably are making money, and probably have no other location in view, should they sell. Much time and money might be consumed in acquiring another location. They have worked long and hard to build the business to a paying basis; they have nurtured it through adversity. The going is easier now, and they rightfully feel that they should be amply repaid for their earlier efforts.

On the other hand, the prospective purchaser expects to drive a good bargain. He does not want to purchase at a fictitious value. He is willing to pay a fair price, but he does not desire a large quantity of "blue sky" to be included at a fancy figure in the transaction. Good will is a very valuable asset to any business. But it easily can be lost. How much one should be willing to pay for good will is problematical. It is well to buy plenty of it, if it is available, but not to pay too much cash for this "commodity"

of uncertain value. Years are required to build good will, but it can be lost overnight, as it were.

Let the Buyer Beware.—The tendency in recent years has been to place on newspaper properties valuations which are excessive. After allowing liberally for the field, good will, the probability of growth of the city and county and other outward indications that success may be anticipated in operation of the business, still further premiums, sought by the seller, often are paid. How far a purchaser can afford to go in the buying of "blue sky" of course he must judge for himself. If he is abundantly supplied with money and desires a certain location for personal reasons, the payment of a liberal premium may not be inadvisable. But as a straight business proposition, over-enthusiasm may prove costly. A conservative attitude toward a business held at an inflated figure is the safest. It is well not to ignore the old adage, "Let the buyer beware."

Volume of Business.—The volume of business done by a newspaper in a year, or over a period of years, from which a yearly average may be reached, is the first item to which one should look in the purchase of a newspaper. What were the gross receipts for the last calendar year? Estimates are valueless. The seller who will not produce his books probably is endeavoring to conceal the true facts. His business is smaller than he claims.

Accounts receivable are to be given little consideration, with regard to the gross business of a year, and particularly should sight be lost entirely of delinquent subscription accounts, for they are a liability instead of an asset. How much money actually was received as the proceeds of the business during the preceding calendar year? The publisher should have these figures instantly available, and they should be segregated in at least three classifications —advertising, circulation, and job printing. In this manner, the actual revenue from the newspaper proper can be deter-

mined, and also that of the job department. Which is the stronger, the newspaper or the job department? Are you buying a newspaper or a job shop?

Stuffed Advertising.—It is not unknown for a publisher, who is especially eager to sell, to falsify his books in an effort to show a larger business than he really transacts. He even may keep two sets of books, one for his private information, and a second to submit to prospective purchasers, the dummy set, of course, showing inflated receipts, reduced operating expenses, and a larger net return. Advertisements sometimes are inserted with no hope of payment from the advertiser, but with the express purpose of making a favorable showing in the paper and deceiving a possible purchaser as to the volume of business done by the paper. Legal advertisements are printed for more than the required number of insertions; advertisements ordered for one insertion are allowed to appear in two or more issues; foreign advertising is repeated, or the publisher even may have confederates for whom he prints large advertisements gratis, with the avowed purpose of snaring a buyer through the favorable impression of the business created by reason of the heavy linage the paper carries. Such tricks, while most contemptible, sometimes are practiced. They are difficult to detect prior to a sale. Afterward, they readily come to light, but to prove a deliberate intention on the part of the seller to deceive the buyer is quite another matter.

Former Owners.—A buyer will not go amiss by inquiring into the history of the paper. How long has it been established? How many persons have owned the paper since it was founded? If a paper has changed hands frequently, this fact would tend to indicate that it is not a desirable business. Various men have tried it out, and all have taken flight. Then beware! If the owners have been few and have remained over long periods of years, it is quite evident that the business has paid them a substantial profit.

Size of Crew.—No publisher will employ more help than the business justifies. A fairly accurate conception of the size of the business can be derived from noting the number of employees. Humming presses, the dropping of Linotype mats, and unfinished work piled about the shop, rather than tinkering and idleness on the part of the employees, indicate industry, money and profits.

Cost of Operation.—The financial outlay necessary to properly conduct the business during the twelve-month period for which receipts are analyzed should be determined, in order to arrive at the net profit. Cost of operation should include not only labor and materials and supplies, but every item of expenditure necessary to conduct the business properly and efficiently.

Costs include salary of the publisher, depreciation on the plant, promotion, taxes, fire insurance, interest on the investment, contributions to public enterprises and to charities. If these costs are charged separately to the newspaper and the job department, it readily will be seen which department is paying the greater dividends, or which department is losing money. It may be that the newspaper proper not only is carrying its own load, but also is sustaining the job department, or vice versa.

Machinery and Equipment.—Some newspapers are inadequately equipped. Others are over-equipped. What equipment is necessary depends upon the volume of work handled, together with due allowance for the natural growth of the business. In country shops, antiquated equipment is no rarity. Presses which have been running for many years and are practically worn out are kept in use. Typesetting machines of early models, much the worse for wear, rough use, and abuse, still are in service and are made to answer a purpose, yet they are costly in point of extra labor essential to keep them in action. They call for many repairs. They are much less flexible than modern machines, fail

when most needed, and are the causes of repeated annoyance and expense. Obsolete and worn type reposes in country shops. Homemade imposing stones may answer the purpose for which they were intended, but, like old-fashioned type and dilapidated machinery, are nothing more than junk and have little or no market value. If the machinery and equipment are old, they should be inventoried at their market value, or possibly a little more, when the cost of installation is considered.

On the other hand, one should guard against over-equipment. Some publishers buy costly equipment for which they have very little use and which stands idle most of the time. Unless a certain machine can be used to advantage and can be made to earn its way, it is a burden. Printing machinery depreciates rapidly, whether in use or not. New models being placed on the market render the old obsolete, and consequently decrease the market value of the earlier product.

Machinery for which no use is found is of no value from a business point of view. It may have an inventory value, but it is a costly item to carry on the books unless it is earning money every day.

An example of unnecessary machinery may be cited in a ruling machine in a country shop. In the course of a year's business, several hundred dollars' worth of ruling may be required, but it is better to send the work to a trade ruling plant than to own and attempt to operate a ruling machine for such a small amount of business.

Another illustration of over-equipment is that of the publisher who yielded to the persuasion of a salesman and bought, on monthly payments, a $900 cash register with which to ring up a $20,000 annual business. And most of the money was received in the form of checks. The $900 cash register no doubt was an ornament to the front office, but it was an extravagant ornament, which paid very poor

dividends. A prospective purchaser of this plant surely could not afford to include in the deal the cash register at the cost price, or anything near the cost, unless he saw an opportunity to dispose of the machine at a fair price to some one who really had use for it.

One cannot afford to pay a big price for old-style, worn, depreciated equipment. Good judgment also will dictate that it is unwise to buy machinery that can be put to little or no use. The plant should include sufficient machinery, type, and accessories to handle the flow of work efficiently; but a web press is not needed to print an eight-page weekly newspaper of 1,500 to 2,000 circulation. Neither are four jobbers of advantage when the volume of work is sufficient to keep only two of them occupied.

Interest and Taxes.—Newspaper owners who are not borrowing money do not always appreciate the importance of computing interest on the entire investment. One who is paying interest surely will not overlook this item, which seemingly falls due about twice as often as it should and eats vast holes in the profits. Interest on the capital invested should be computed at the rate prevailing in the community for this class of loan. The interest charge will vary, but probably will be no less than 6 per cent and sometimes as high as 10 per cent. An average might be struck at 7 per cent. Taxes cannot be avoided, and should be included in the cost of operation, as should rental on the building occupied. If the building is owned by the publisher, he should charge the business with a fair rental.

Fire Insurance.—No newspaper owner can afford to be without fire insurance. While he may operate a plant for twenty or thirty years or longer without a cent's loss by fire, the risk is too great and the premium too low to justify taking a chance. It never is known when fire will sweep the place, and it pays to be protected. In some locations with dangerous exposures, the fire insurance rate will be ab-

normally high. It is advisable to investigate the insurance rate to determine whether it will be burdensome.

Salary of the Owner.—The business should pay the owner a reasonable salary. If it will not do as much, he is better off working for another at a salary which the worth of his services will command, unless he feels that he will be able to build the business to a point where it eventually not only will pay him a respectable salary, but also will compensate him for the salary that he was unable to allow himself during the first hard years in which he was placing the business on its feet.

The figure at which this personal salary should be placed cannot be determined, except by the individual. It is to be gauged by his earning capacity in the employment of others. He should not overestimate the worth of his services, nor should he underestimate what he should receive, in an effort to make a highly profitable showing for the business. Each week the publisher should withdraw from the business, as compensation for his own personal effort, a stipulated amount, just as though he were paying the salary to an employee. To proceed under the theory that the profits of the business will constitute the owner's salary is a poor policy to pursue. A business that will not pay the man who operates it an adequate salary is not worth having, unless, because of future prospects, he is willing to devote his time to the work, expecting suitable reward later.

The owner cannot hope, however, to draw a regular salary from a relatively small business, unless he is willing to work, and work hard. He must devote his almost undivided attention to the job, early and late, and actually earn his weekly stipend, even as though he, himself, were an employee. No country newspaper will be able long to carry a dead-head editor or publisher as an item of expense. The man who expects to loaf had better remain out of the country newspaper office. He cannot operate a business and

waste time. The business cannot sustain him if he does not labor.

Sources of Revenue.—The main sources of revenue, advertising and commercial printing, are two essentials in keeping every newspaper in operation. Often the advertising rate is too low, compared with costs of production, and, at times, in country towns, where the advertising charge has been maintained at a low level, it is difficult to induce the business men to appreciate the necessity for increasing the cost. The same also applies to commercial printing. A newspaper that receives adequate prices for advertising and job work is worth much more than one that has kept prices at a scandalously low plane. If the advertising rate has been maintained at 30 or 35 cents an inch, and if the patrons are paying the price willingly and are satisfied that they are getting value received for their expenditure, much smoother sailing will be insured to the purchaser of the plant than if the rate has been kept at 15 or 20 cents an inch. Consequently, a buyer can afford to pay, and should be willing to pay, a much higher price for a business than were he to be confronted, immediately he takes charge of the paper, with the too often arduous task of increasing prices of advertising and printing.

Circulation.—A large circulation is not necessarily to be desired, unless it is a clean, paid-in-advance circulation. Of course, advertising rates, to an appreciable extent, are governed by circulation, but circulation should not be padded in order to gain an advantage in advertising rates. Padding has been found to be a costly policy. A large circulation should not be a magnet to attract a purchaser. Circulation, to be sure, is difficult to acquire, but so far as the buyer is concerned, a circulation of 1,000 or 1,500, paid in advance and largely concentrated in the town's trading area, should be much more acceptable than a circulation of 2,500, half of which is delinquent, inviting disputes over accounts

and presaging untold difficulties in collecting. Many delinquent subscription accounts are impossible to collect. Back subscriptions, purchased with the business, should not be considered an asset.

Paid-in-advance subscriptions, which the purchaser obligates himself to fulfill, are an asset, for they are an expression of good will on the part of the subscribers, an indication of their interest in the paper and of their desire to continue receiving the publication.

Reasons for Selling.—Why does the owner want to sell his business? He may be losing money. His machinery may be nearly worn out, and he hopes to unload at a good price before the machinery requires replacement. The town may be on the down grade, and the owner has vision and desires to get away while the getting is good. Again, the town probably is all right, but the man has stayed too long, has engaged in factional fights, has made himself unpopular, and reads the "handwriting on the wall." A man can "run himself out" in any one of many ways.

It is possible that he has domestic troubles which necessitate a change in location. Perhaps he is ill. Or, for other personal reasons, he may seek to remove to another location and start anew.

It may be true that he owes a considerable sum, with his creditors pushing him for payment to such extent that a sale at almost any figure, which will enable him to liquidate his debts, will be forced by those to whom he is indebted.

The opportunity to sell at a long price undoubtedly is the greatest inducement of all to newspaper men to dispose of their holdings. When the chance arrives to sell at a high figure, the temptation to the seller is great.

Others will sell simply because of a wanderlust. They are roving individuals, eager to "hit the road." They never are satisfied to remain in one place more than a few years at

the longest, and always see greener pastures beyond the river.

Some of these suggested reasons, and many more, for desire to sell a newspaper will not affect the value of the business. Others will have a sharp bearing on what the property is worth, and will tend to reduce the price that should be paid. The buyer will find it to his advantage to investigate from every angle purported reasons for a desire to sell. Especially, when eagerness to sell is pronounced, should extraordinary precaution be exercised.

Competition Not to Be Feared.—Competition need not necessarily be avoided or feared, unless the field is too small to adequately support more than one newspaper. While the present-day tendency is toward mergers and the elimination of newspapers, particularly in crowded fields, a buyer should not pass up what appears to be a good proposition, simply because the business of the community is divided between two newspapers. Competition keeps a newspaper bright, alert, and up-to-the-minute. It is the antithesis of stagnation.

In most country fields, however, it will be found that, under present costs of newspaper operation, the elimination process already has taken place, under the rule of survival of the fittest. When two newspapers exist in a crowded community, one usually is far in the lead, while the other may be holding to life by a thin thread which is likely to snap at any moment, unless the newspaper is sustained by resources other than its earnings. Sometimes, as an organ of a political party or some vested interest, a paper will be maintained by a subsidy. Rarely will three weekly newspapers be found in one town. They are survivors of the day in which printers could be employed for a couple of dollars a day, and supplies were purchased cheaply. Eventually, when too many newspapers exist in a town, the field will be cleared through the operation of economic laws.

The very fact that competition exists in a town should not cause one to hesitate to enter the field, if sufficient business is available for two papers. But, when there is not enough business for both, and the papers tend to engage in cutthroat efforts to acquire business, the outlook surely is not encouraging.

The public today realizes that, when a newspaper is operated on a sound business basis, without attempting to gouge its patrons, and is adequately covering its field, the community is better served by one paper than by two or more.

The idea of buying in a competitive field, and then attempting to run the competitor out, does not always work satisfactorily. Perhaps the competitor has similar motives, and the question of who will win the race depends upon who has the biggest bank roll.

Run-Down Papers.—A paper which is "down at the heel" usually can be bought for the proverbial song. It may be judicious to buy such a paper, and it may not. It all depends upon the efforts which the individual is willing to put forth in the rebuilding process, and upon the prospects of the community. It is much easier to permit a newspaper to run down than to build one up. Sometimes a sick newspaper can be made to show dividends within a relatively short time. Again, the period of convalescence may be a lengthy one. Money expended in placing a tottering newspaper on its feet must be added to the cost price as a part of the capital investment. A run-down paper may be purchased for a few thousand dollars, and as much more money devoted to building it up; and then, after two or three years, the owner will have no better business than he could have acquired at the outset for double the price, and, in the latter instance, he would have made money from the start. It probably would be a much greater economy to pay a reasonable price for an established, going business, rather

than to attempt to build up a slovenly, run-down newspaper.

True Value of the Property.—What, then, is the true value of a newspaper property? Many attempts have been made to provide a formula by which the value of a property can be determined, but none can be accepted as giving more than a general idea of what may be the proper price for a plant and business. The worth of a newspaper must be decided by the individual who is in the market for a location. He should give prime consideration to the net profit over a period of years, but he also must give thought to whether the location is one with which he is pleased. He must ask himself whether the environment is such as he demands. He should remember that no field is perfect. Some locations have more drawbacks than others. If he has found a location with a minimum of objectionable features, and one in which he believes he can progress and be content over a period of years, the matter of a few thousand dollars in the purchase price should not prove a barrier to consummation of the deal. In acquiring a location, a publisher buys not only for today, but for tomorrow, for the day after, and for the years to come.

On the other hand, the prospective purchaser, who is about to place his name on the dotted line, should avoid paying an exorbitant amount for something of extremely doubtful value. He must consider his possible desire eventually to resell the property, and must bear in mind whether he can sell readily and at a price which will not entail a loss.

It has been said that a newspaper is worth one dollar for every dollar of gross receipts during a calendar year. This may be regarded simply as a suggestion, for, unless a business is judiciously operated, it may, with heavy gross receipts, return only a small profit at the end of the year, or even no profit at all.

The net profit is the item that tells the tale. If the business has been paying a fairly good profit over a period of years, it may be considered a suitable business to which to tie. If it does not show a profit, it must be acquired at a ridiculously low figure, because of the large element of risk which the venture entails and the uncertainty which exists as to whether it may be made to yield dividends commensurate with the investment and effort entailed.

A business, however, which may be operated successfully by one man, might be a failure with another at the helm. At the same time, a man who knows the newspaper business may take a poor paper and turn it into a money-maker. Faith in one's self is a requisite; prudence, economy, tact, diplomacy, independence and progressive ideas mean dollars written on the proper side of the ledger.

While every newspaper is a public institution, and the idea of service to the public should stand foremost in the purposes of the publisher, he cannot, unless he is a very wealthy man, afford to cast away many dollars in his zeal to reach that Utopian state of journalism without having thought of cash returns.

Profits on Business Volume.—Taking for example a business that may sell for $10,000, an idea of the actual value of the plant may be derived from the accompanying fanciful compilations, illustrating two businesses with identical plants, one grossing $15,000 a year and the other $10,000.

It will be seen that, in these two examples, the cost of operation has not been reduced proportionately with the decline in income. While salaries, wages, materials, and supplies have been cut one-third, the fixed charges of rent, taxes and insurance, interest on the initial investment of $10,000, and depreciation on the investment, at the rate of 10 per cent, remain stationary, cutting into the gross receipts at an alarming rate.

Example 1, then, may be said to be a good country

EXAMPLE 1

Gross Receipts		$15,000
Costs		
Salaries and wages	$ 7,500	
Materials and supplies	3,000	
Taxes, insurance	300	
Rent	600	
Interest on $10,000 at 7 per cent	700	
Depreciation on $10,000 at 10 per cent	1,000	
Total	$13,100	$13,100
Net profit after allowing for all expenses, including salary of editor, interest, and depreciation		$ 1,900

EXAMPLE 2

Gross receipts		$10,000
Costs		
Salaries and wages	$5,000	
Materials and supplies	2,000	
Taxes, insurance	300	
Rent	600	
Interest on $10,000 at 7 per cent	700	
Depreciation on $10,000 at 10 per cent	1,000	
Total	$9,600	$ 9,600
Net profit after allowing for all expenses, including salary of editor, interest, and depreciation		$ 400

newspaper business, and perhaps is worth a little more than $10,000, provided the buyer has reason to believe that he can maintain the business at its present status, or increase it somewhat.

Example 2 certainly is not worth $10,000, for, on such a basis, after allowing 7 per cent interest on the investment and 10 per cent depreciation, both of which must be taken into consideration, it yields only $400 annual profit, which is too narrow a margin for safety.

If the property which does the annual business described in example 2 could be bought for $5,000, which probably is as much as the machinery is worth, it would hold far greater prospects of being a sound venture, as the following table will reveal:

Example 3

Gross receipts		$10,000
Costs		
Salaries and wages	$5,000	
Materials and supplies	2,000	
Taxes, insurance	300	
Rent	600	
Interest on $5,000 at 7 per cent	350	
Depreciation on $5,000 at 10 per cent	500	
Total	$8,750	$ 8,750
Net profit after allowing for all expenses, including salary of editor, interest, and depreciation		$ 1,250

This leaves a profit that is fair, compared with the volume of business.

The matter of deducting depreciation at 10 per cent annually on the entire purchase price is open to debate. It may be argued that the 10 per cent depreciation should

apply only to the invoice price of the machinery, and not to good will and other forms of "blue sky" which frequently are sold with newspapers. Some "blue sky" certainly, except in isolated instances, must be bought and paid for, and because of this purchase of something that has no intrinsic value, it indeed is well to allow 10 per cent annually for its depreciation.

Suggestions for Class Work

1. Place a fair valuation on a combined newspaper and printing plant which did a gross business for a year of $15,000, at a net profit of $5,000, after all expenses, including interest on investment, depreciation, and salary of publisher had been deducted, granting that the inventory value of the machinery in its used state was $7,500.
2. Determine the valuation of a plant which did $12,000 gross and $2,000 net, with equipment worth $10,000.
3. Appraise a plant which did $20,000 gross and $7,000 net, with machinery worth $6,500. The same with $10,000 gross and $3,000 net, with machinery worth $6,500.
4. Suppose that the machinery were worth $8,000, that the business grossed $8,000, with no net profit, after all expenses had been deducted, including a fair salary for the publisher. How much do you think you would be justified in paying for the plant, provided prospects for improvement of the business were not bright? How much would you be willing to pay if you thought that, after a year's effort, you could bring the business to a point at which it would pay $2,000 net profit the second year, as much or more profit in subsequent years?
5. As examples, take two businesses, each grossing $15,000 and clearing $5,000 annually. One plant is located in a town that is undesirable as a place of residence, the other in a town that has many civic attractions. Do you believe you would be justified in paying more for the business in the second town, merely as a matter of personal preference? As strictly a business proposition? If you desired to sell the business, do you believe the paper in the latter town would be more easily marketable?

6. Proceed to analyze the business of a newspaper from the point of view of the buyer. Of the seller. What impression do you gain of the business if large sums are owing the newspaper from customers for advertising and commercial printing? For subscriptions? Do you think large sums on the books are an advantage in buying, provided they are thrown in with the deal? Would you feel justified in paying much for these uncollected accounts?
7. After you actually have determined the reasons prompting the publisher's desire to sell, what condition or combination of conditions would cause you to be skeptical of the business? What situation, which might be adverse to the seller's interest, would not cause you, as a buyer, any great concern?
8. If two papers are located in a town, and one is for sale, would you deem it advisable to carefully compare the two papers, and also to acquaint yourself with the standing of the seller's competitor in the field, his popularity with the business men and townspeople? Would the fact that the competitor is extremely popular and that the man with whom you are dealing unpopular in the community, influence you in the matter of purchase? If the competitor were unpopular and the man with whom you were dealing popular, the latter having built up a good business because he had been particularly well adapted to the community, would this fact have any influence on you in the matter of reaching a decision to purchase his plant and business?
9. Would it be good judgment on your part to buy one of two struggling papers in a crowded field, even though the price were very low? Do you think that, in the course of time, you could starve out your competitor and have the field to yourself? Is it not as likely that he could starve you out? Would it be better business to pay more for a newspaper in another field that was yielding an adequate return?
10. What do you think of run-down papers as a business opportunity, provided they can be bought at a low figure?
11. If you were considering the purchase of a newspaper, would you take for granted that the financial statement of the seller was correct, or would you insist on proof of certain items which appeared doubtful? Tricks sometimes are em-

ployed in an attempt to give a false impression of the business done. For what tricks would you be on the lookout?

12. Do you believe that it would be of advantage to go into the history of the paper and determine the number of previous owners and the approximate length of each ownership? Also, did the previous owners have a reputation in the community of having operated the paper successfully?
13. Do you think an annual deduction of 10 per cent for depreciation on the machinery is too great? Do you believe that 10 per cent should be deducted only on the actual value of the machinery at the time of purchase of the newspaper business, or on the entire purchase price, including "blue sky"? Analyze the matter of depreciation, remembering that it is a subject which often is given too little thought by the country publisher and which is regarded at a figure that is too low to care for actual replacement over a period of years.

CHAPTER XXXI

WHAT COMPRISES A NEWSPAPER SALE

The Plant and Business.—A newspaper sale, with rare exceptions, includes the entire plant and business. The plant comprises presses, Linotypes, motors, type, imposing stones, cases, miscellaneous machinery, office furniture, and a thousand small items which go to make up a complete newspaper outfit. Occasionally a seller may reserve the right to retain a few personal possessions, but usually they are of little value, except for sentimental reasons.

Division of Accounts.—The seller of a newspaper in most instances retains advertising and commercial printing accounts owing up to the date of actual transfer, while the circulation accounts are sold in bulk "as is."

Because of the uncertainty in collecting delinquent subscription accounts, and the tediousness that would be encountered in attempting to adjust delinquent and paid-in-advance subscriptions, as between seller and buyer, the accepted rule is to strike an average, with the purchaser acquiring with the business the right to collect for his own account all arrearages in subscription, at the same time carrying to completion, without compensation from the seller, all unexpired subscriptions for which the seller has received advance payment.

When a sale is consummated, but when possession is not to be given until some weeks or months in the future, the seller would derive a tremendous advantage in being able to collect delinquent subscriptions for his own account, or to receive advance payments on subscriptions, the contract

to be assumed by his successor. In order to guard against any difficulty in this regard, it is well, when possession is not given immediately, that an agreement be reached, by which the seller keeps careful check on subscription payments from the date of sale to the date of transfer, this money, or a portion of it, to be paid by him to the purchaser.

All Bills to Be Paid to Time of Purchase.—The seller should settle all bills payable for labor, materials, supplies, and rent and services rendered up to time of actual transfer, for, aside from the circulation accounts, all accounts receivable up to the time possession of the business is given will accrue to him, unless other arrangements have been made.

Property Must Be Free from Liens.—It should be ascertained positively, by consulting the public records, whether the plant is free of all mortgages and liens except those of which the buyer may have been informed, and for which provision for settlement has been made in the agreement of sale. The matter of mortgages and liens is of great importance. They are likely to cause much inconvenience, if not serious trouble, should they not receive proper attention before final settlement is made for the paper.

Sale of Good Will.—That indefinite something called *good will* is included in the sale, and comprises such favor as the publication may enjoy among its patrons. Under the classification of good will, the retiring publisher sells the prestige that he, by his personal effort, has built in the community for the paper, and he usually specifies, as part of the agreement to sell, that he will not engage in the newspaper or printing business in the community from which he is retiring, for a stipulated number of years, perhaps ten or twenty. This clause probably would be difficult to enforce, but its observance generally is accepted among newspaper men as part of the ethics of journalism. The per-

sonal following developed in a community no doubt is the most important item in that vast array of intangible assets which falls within the category of good will, for in a country town the personal element enters largely into newspaper success—or failure.

It is evident that, should the seller, who is well and no doubt favorably known in the community, embark in a competitive business immediately he sold his paper, he would, by reason of his friendship and his knowledge of local conditions, be able to draw to himself a large volume of patronage which rightfully belongs to the man who has paid him a substantial sum for his plant and business.

Legal Status of the Paper.—Some newspapers are not legal papers, as defined by the law of the state in which they are published, and therefore are ineligible for the insertion of notices required by law to be purchased. A legal notice inserted in a newspaper that is not qualified as a legal publication would be void. It is well to determine prior to closing a sale whether the newspaper meets the requirements as a legal paper.

Paper Stock Included in Sale.—The amount of paper stock on hand, such as normally is required in the operation of the business of both the newspaper proper and the commercial printing department, usually is included in the purchase price, without invoice, while stock which may be in transit, or which is purchased for future delivery, is accepted by the purchaser, who settles for it with the jobber. The item of paper stock, however, is subject to adjustment between buyer and seller, as they see fit. Sometimes the stock is invoiced, and the invoice figure is added to the purchase price of the newspaper. If nothing is said regarding the paper stock, it is taken for granted that the supply on hand is included in the sale price.

Complimentary Subscription.—While tendency among newspapers is to eliminate what is known as a "free list,"

custom in newspaper practice dictates that the purchaser shall compliment the seller, wherever he may be located, with a copy of the paper regularly for as long as his predecessor cares to receive it. It is a slight courtesy which is much appreciated by the recipient.

Confidential Information.—The seller can be helpful to his successor by imparting to him confidential information on such conditions in the community as may be of vital interest to him but which, because he is a stranger, will not readily be apparent and may prove costly to him. He should disclose the identity of chronic space-grafters, trouble-makers, dead-beats and any others in the community whose activities tend toward unpleasantness in the business.

Taxes and Insurance.—Specific arrangements should be made for the payment of taxes on the newspaper plant for the current year. Often, at time of sale, the plant has been assessed, but the taxes are not yet due. Since the taxes are a first lien against the plant, it is advisable for buyer and seller to make an adjustment of the item. Usually the taxes are pro-rated, with the seller assuming the portion that has become his obligation up to date of sale, and the buyer paying for the remainder of the tax-year. The premium on unexpired insurance policies may be pro-rated, with the buyer reimbursing the seller for the unearned premium. Sometimes the insurance policies are thrown in with the deal.

Assistance to the Buyer.—It is a matter of courtesy and a common practice for the seller to remain with the buyer for a few weeks and assist him with the operation of the business, familiarizing him with office routine, pointing out sources of news, and, if he is a stranger in the community, introducing him about, so that he will be assured of a favorable start in the enterprise in which he has newly engaged.

Fulfilling Contracts.—It is regarded as the part of the buyer to fulfill all unexpired contracts, in which the seller has engaged, which directly bear on the conduct of the business; but the seller should inform the buyer, prior to closing the deal, the nature of all contracts to which he has become a party. Often the retiring publisher has entered into contracts with the county or municipality to do legal publishing and to furnish supplies at a stated figure; and also, numerous advertising contracts are likely to exist. The retiring publisher also may have contracted with jobbers or manufacturers to buy paper. In the event of machinery having been bought on contract and already installed, unless other arrangements have been made, the buyer should require that the seller immediately meet all deferred payments.

Suggestions for Class Work

1. Would the fact that approximately $3,000 is owing a newspaper in subscription accounts, ranging from six months to five years in arrears, and that the publisher expressed willingness to include these in the sale of the newspaper at no additional price, influence you favorably in closing the deal? Would you prefer the plant and business at the same price, if all subscriptions were paid in advance?
2. What is your idea of the value of good will as a business asset? How much can one afford to pay for good will? Can it always be retained?
3. How much assistance do you believe the seller should give the buyer in the conduct of the business after transfer has been made?

CHAPTER XXXII

FINANCING A NEWSPAPER

The Inviting Prospects of Country Journalism.—Despite the hazards with which a country newspaper, like any other business, is fraught, the country newspaper field is not an uninviting one. For a man who is familiar with the essentials of journalism and who will consistently apply sound judgment in the operation of a country newspaper, chances for success far outnumber those for failure. Many outstanding examples of genuine success in the country newspaper business are to be found in every state. Men who have started with small capital have become well-to-do entirely through sagacious newspaper operation.

While one should not expect a country newspaper to prove to be a mint, the publisher who possesses energy and aptitude for the work will find that his time has been well spent and, besides the rewards to be derived from a knowledge that he has been of public service, he also will profit financially. He will build up a business which will be very much worth while to him and to the community. It can be depended upon as a constant source of revenue, year after year, if given proper attention.

The country newspaper is a business which one who is journalistically inclined need not hesitate to enter, and to the average newspaper man the compensations will be far greater than those to be had in the city field. Even persons who have lacked preliminary journalistic training suddenly have launched into the country newspaper business and have made a success of it. The value of special training for

the work, however, through college courses and practical experience, cannot be overestimated.

Purchase Price and Terms.—Money is essential to the purchase and operation of a newspaper. The more money the publisher possesses when he buys the paper, the fewer will be his worries, for there will be ups and downs in the game, and it may be expected that the downs will predominate in the earlier months of operation. This is not always the case, yet expenses which are not anticipated will be encountered, and they must be met with promptness. Also, the revenue is not always as great as had been anticipated. It should not be inferred that a fortune is required in order to embark in the country newspaper business, but the man who is fortified with a reserve of a few thousand dollars will be in a better position to weather possible storms than he who has put every available dollar into the initial payment.

When an agreement has been reached as to price, the wise seller will demand an initial payment of sufficient size to protect him if the business is allowed to run down, and to compensate him if the purchaser cannot meet later payments, and if the former owner is obliged to take back the plant. These guarantees are required in all lines of business, and newspapers are no exception.

Only under very extraordinary circumstances can a plant be purchased with a small down payment. Probably an initial payment of one-third the purchase price would not be asking too much of the buyer and would be ample protection to the seller. This amount could be considered reasonable assurance that the buyer was sound financially and that he would meet future payments as they fell due. Of course, if a larger payment can be made, or if the purchaser is able to pay all cash, so much the better.

Mortgages.—It is customary for the buyer to give to the seller a chattel mortgage on the entire plant for the unpaid balance. Mortgages are of advantage in opening a way for

a man who is unable to pay the full price of the plant at the outset, to engage in business, and to meet future payments out of the profits. Mortgages are a disadvantage to the buyer, in that they enable the holder of them to take over the business if the purchaser becomes delinquent in the payment of either the principal or interest. They place a newspaper man who is not adequately protected financially in an insecure position, with the possibility of losing whatever money and energy he already has devoted to the enterprise. With a mortgage hanging over a plant, the publisher's credit with the wholesale paper and supply houses also is curtailed; and credit, whether or not it is used, is a mighty valuable possession. If it is necessary to give a mortgage, the quicker it can be lifted the better.

Loan Negotiation.—Loans may be negotiated in a number of ways. A straight mortgage is the simplest form, with the total amount of indebtedness due in a certain number of years, and interest on the loan paid annually or semiannually. The seller probably will be willing to carry a loan of this type for a time, if he cares at all about selling, in order to make the deal. He personally may carry it a short time only, selling the mortgage to a third party.

It is difficult to borrow from banks a considerable sum on a newspaper property. Banks do not care for long-time loans, but prefer short-term paper. It is obvious that banks must have their money in the form of quick assets. Banks, for the most part, do not consider newspaper loans good, unless the property is one of genuine merit and the borrower has a reputation of being a substantial business man. It should not be inferred, however, that it is impossible for a newspaper owner to negotiate a loan at a bank. He usually can get money from a bank for the operation of his business, but both bank officials and bank examiners frown upon loans of all types which are not likely to be repaid for a number of years.

Some bankers—not all, by any means—delight in having a strangle hold on a newspaper through the medium of a loan and mortgage. A banker in this position feels that he has a right to dictate the policy of the paper as it affects the banker's particular interests, or those of the political or business clique with which he may be identified. Thus, he holds a club over the publisher, and if the publisher does not do the banker's bidding, he is faced with the prospect of the man of finance exerting pressure on him in a telling way. The wise publisher will avoid such entanglements which imperil the freedom of the press and tend to make the newspaper man the tool of small town money barons.

Local men of money, who are not a part of the banking organization, can be induced to make newspaper loans. They are more inclined than are bankers to help the publisher over the rough places and are not so likely to crack the whip of special interests, for not so often do they have an axe to grind, as does the banker.

There is no use denying that country newspaper loans are not considered by money-lenders as good loans. This no doubt is because of the unstable financial situation of newspaper men of the past, prior to the application of modern business methods to the operation of newspapers. For many years, newspapers were conducted on a haphazard, hit-or-miss basis. Their owners eked out an existence, and little more, and the reputation for instability thus established has far outlived the day of the country printer who set up shop in a dingy room with an old-fashioned handpress and the proverbial shirt-tail full of type. The present generation is doing its best to overcome the handicap which it inherited, and is succeeding, but the process is a slow one in country towns.

Perhaps the best method of meeting the deferred payment difficulty is to let the seller assume the burden when he makes the sale. If he is disinclined to carry the loan,

he can sell the mortgage. But he might sell at a discount to a banker of the rule-or-ruin type. By far the safest and most satisfactory method is to have enough money to buy the property outright, with no strings attached. Unfortunately, all are not able to do this, and those who are not thus securely situated must work out the problem as best they can. A newspaper nowadays rarely can be acquired on a shoestring.

Amortization Loans.—The amortization method is a convenient way of paying a loan. Under this system, a portion of the principal is retired monthly, and a sufficient sum is added to the monthly payment on the principal to pay the interest on the entire loan up to date. The principal is retired progressively, and the interest on the loan cannot accumulate for more than 30 days. The interest gradually decreases with each monthly payment of a stipulated sum, and the amount applied to the principal is correspondingly increased.

It will be found much easier to meet a regular amortization loan payment monthly than to pay a stated sum on the principal and all accumulated interest at the end of the year. When divided into twelve equal payments, the burden will not seem so heavy, and for many persons the amortization method is a great benefit. Actually, no saving is effected by employment of this arrangement. In fact, the interest usually figures a trifle higher than when computed for semiannual or annual payment. Its benefit is psychological.

Expectancy of Payment.—Indeed, it is unwise for a buyer to assume financial obligations which observation and sound judgment would dictate he cannot reasonably expect to fulfill. He who promises to make payments so large and so frequently that he cannot see his way clear to meet them deludes no one but himself. The amount of money which he already has invested is imperiled, and the effort which

he has put forth in maintaining and upbuilding the business stands for naught, for he is playing into the hand of the creditor, who may be endangered and, as a matter of self-protection, be impelled to take over the business, lock, stock, and barrel.

Arrangements can be made to pay a conservative sum, at stated intervals, on the indebtedness, with option on the part of the debtor to make larger payments if he feels able and inclined to do so. Most creditors are willing to grant this concession, which acts as a safeguard to the debtor, yet enables him to lighten his burden when conditions permit.

A man may agree to pay $1,000 each year on the principal. He has operated his business efficiently, and at the end of the year finds that he can pay $2,000. Under the agreement for optional increase of payments, he can pay $2,000 and interest on the entire indebtedness. As a further safeguard against possible adversity during the second year, the debtor should meet the first year's payment of $1,000. Then he should specifically have the second $1,000 applied in retirement of the second year's payment. Then, if conditions during the second year do not permit him to pay $1,000 or more at the end of that time, he already will have taken care of that portion of the principal; and when he takes care of the interest on the outstanding indebtedness, he is amply protected against foreclosure for another twelve months. The obligation that falls due at the earliest date should receive attention first, as a precaution against embarrassments attending possible adversity.

Ease of Sale with a Mortgage.—Whatever may be the arguments against mortgaging a newspaper, a plant that carries a mortgage is much easier sold than is one that is clear. A seller, whose plant is without incumbrance, may, for various reasons, not desire to leave any money in the plant. The buyer wants the plant at the price asked, but cannot pay all cash. At the moment, a loan from a third

party cannot be arranged. Consequently, the deal fails of consummation. If the plant had been mortgaged for half its value, the prospective purchaser could have paid the other half in cash, and the paper would have been sold. A newspaper man who is buying a property, hoping for early resale—presumably at a profit, else he would be foolish to embark in the business for only a short time—will facilitate a sale by first negotiating a loan for all that he can raise on the property. Then, when he has closed a deal, he will have in hand his entire capital with which to enter another field.

Incorporation.—Incorporation permits the sale of stock in a business. The corporation, in the transaction of business through its duly authorized officers, acts as an entity. It can sue and be sued, yet its stockholders, as individuals, cannot be held responsible financially for the debts of the corporation. Incorporation of a small business, in which a few individuals bind themselves together under the law for the conduct of trade, usually is employed as a means of protecting their private funds or other property from liability in connection with the operation of the company. If the corporation prospers, the stockholders, as individuals, have everything to gain. If it fails, their losses will be only the sums which they have subscribed to the capital stock. Incorporation also is a device utilized by scheming newspaper men for raising funds through the sale of stock to the general public. When stock is sold to the public, those who head the concern are careful to retain control of the corporation, that they may handle its funds and dictate its policies, while "investors" are allowed to acquire stock up to 49 per cent of the total issued. Thus, the promoters are enabled, through a majority vote of the stock, to elect themselves to salaried offices and handle the financial end of the business, as well as to dictate the business and editorial policies. Incorporation is a legitimate business procedure, and most newspaper corporations are operated hon-

estly and with good faith toward all the stockholders. Usually they are close corporations, with the few stockholders actively engaged in directing the business. When newspaper stock is offered to the general public, however, and a stock-selling campaign is undertaken, it is well for the prospective investor to investigate carefully before purchasing. In newspaper corporations, abuses, which work to the detriment of minority stockholders, unfortunately may creep in.

Partnership.—Partnership is another form of divided ownership, differing from a corporation in that the business is unincorporated and the individuals forming the firm or company, unless it be a limited partnership, are jointly and severally liable in the conduct of the business. A partnership is a relation existing between two or more persons, combining their efforts and money with a view to profit, the partners sharing profits and losses. The partners presumably reach an understanding in the apportionment of duties in connection with the operation of the business, so that the individuals are able to work harmoniously to mutual advantage, without conflict of authority.

That many newspaper partnerships function satisfactorily is evidenced by the long years in which they have been in operation. Some, however, of long standing are fraught with incessant bickering. Others, of necessity, are of short duration. Partnership is an avenue from which arise jealousy, distrust, and wrangling. The success of a partnership is dependent to a marked degree upon the temperaments of those who form it and upon the ability of certain individuals to get on well together. Partnership cannot be recommended except to persons whose friendship has withstood the test of time and who are familiar in every way with each other's shortcomings and idiosyncrasies and virtues.

Suggestions for Class Work

1. What do you think is a fair percentage of the total purchase price of a newspaper to be paid in cash at the time of purchase, provided the entire sum cannot be paid at once?
2. Explain the advantages of giving a mortgage on a newspaper plant. The disadvantages. Do you think it a good idea to give a newspaper mortgage to a bank?
3. Set forth the advantages of an amortization loan, compared with a straight mortgage.
4. Discuss the importance of a newspaper man arranging his financial obligations in such a manner that he may reasonably expect to meet them when they fall due.
5. Outline the benefits of incorporation to a newspaper.
6. How would partnership appeal to you as a business proposition?

CHAPTER XXXIII

COMPETITION

Competition Always a Possibility.—Although the number of newspapers in existence today is less than that of a few years ago, because the tremendously increased cost of newspaper production has forced many of the weaker papers to suspend and has brought about consolidations of others, competition may be expected in a town that is large enough to support more than one newspaper.

While competition may not exist in a certain field, it should be remembered that newspaper men ever are on the watch for openings in which to start a new paper; and if it appears evident that sufficient business exists for two papers, sooner or later competition will develop, and a division of the patronage will be demanded.

No matter how strongly the proprietor of the established publication believes he is entrenched, his competitor will take some business away from him. Always there are those in a community who will divide their patronage for one reason or another, not the least of which is the characteristic opposition of the country town resident to monopoly. Still others will be found who will be loyal in all events to the older paper and who cannot be induced to withdraw from him even a small amount of business.

How well the publisher is able to withstand the attacks of newly developed competition will depend upon the sufficiency of the service he has rendered the community. If he has adequately served the community with news and advertising coverage, if he has produced high grade com-

mercial printing promptly and at prices that are within reason, he will find that he has won a favored place with a large clientele, and his competitor will encounter a road that is difficult to travel. On the other hand, if the publisher has made but a feeble attempt to print the news, if he has been lacking in editorial stamina, if he has commercialized his business with no thought of rendering genuine public service, has ignored journalistic ideals, and has sought to mulct from the people every cent possible, he may expect his competitor to fare well, and himself to suffer accordingly. Certainly the new paper will attract much of the business, if its proprietor proves himself to be honorable in all undertakings and evinces a determination to produce a newspaper that is a credit to the community. The surest way to keep out competition is to print a newspaper that is so good, to provide an advertising coverage of the trading area that is so thorough, and to execute commercial printing that is so well done, that the public will be satisfied with, and proud of, the paper. In opposition to such a business, a possible competitor will meet with little encouragement even in making a casual survey of the field. It is a basic fact that the newspaper man who serves his community with all his might best serves himself.

A Competitor Is to Be Respected.—When competition exists, it is not to be feared, provided the field can properly sustain two newspapers. Rather, under such circumstances, competition is to be respected. It is competition in retail trade that fills the newspaper's columns with advertising. If one concern held a monopoly on a certain line of retail trade in a town, the inducement for this firm to advertise would be much less than if it were spurred on to greater efforts by an aggressive competitor. In the same way, under a condition of newspaper competition, one paper will incite the other to higher achievements in serving the public—

through presentation of the news more thoroughly and more interestingly and in caring for the advertiser's needs in an efficient and businesslike manner. Competition prevents lethargy. It is a tonic which invigorates newspapers and makes them more potent forces in the community in which they are published.

Competition works in opposition to harmful methods which, unless persistently guarded against, will creep into a business, especially when that business is directed by a careless executive who has the field to himself. Overlooking important items of news, poor writing and editing, slovenly headlines, failure to observe a regular hour of going to press, disgraceful press work, disregard of the legitimate interests of advertisers, lack of promptness in filling orders for commercial printing, excessive charges for advertising and job work, and general indifference toward the requirements and expectations of patrons of the paper are only a few of the many pernicious practices which develop from lack of competition, if persistent effort is not made to ward them off. When a publisher falls into a rut and adopts a policy of carelessness and lack of consideration for his patrons, he is on the downward grade, and his descent is likely to be rapid.

Advantages of an Exclusive Field.—The advantages of an exclusive field are many fold, notably when the volume of attainable business is circumscribed to such an extent that it will not sustain more than one paper in a satisfactory manner. When all the revenue accrues to a single paper, it stands to reason that a better paper can be produced and, under proper guidance, will be produced than would be the case were the business divided two or more ways. A newspaper operating under such circumstances always can be ahead of its field. In fact, it can place itself so far in the lead in all ways that the field will be uninviting to anyone else.

Independence among Competitors.—A newspaper publisher in a competitive location will find it advantageous to proceed independently, as though no rival existed. Advertising should be solicited on the merits of the publication. News should be covered fully in every instance. The aim of the publisher always should be toward issuing a better paper than does his competitor, and toward serving the public more fully. Only in this way may he reasonably hope to increase his rewards.

Some papers refrain from mentioning in the news columns the name of a competing newspaper, its publisher, or any person connected with it. This is a poor policy. When news of genuine merit develops about the paper or anyone identified with it, the news should be covered for what it is worth. It should be treated as fairly as would news pertaining to any other individual or institution. To ignore such news, or to handle it disparagingly, shows smallness, and cannot win commendation from any right thinking individual. An editor should refrain from engaging in editorial attacks on a competitor. Should an editor be made a target for such attacks by a rival, he will find that, by ignoring them, they soon will cease, and he will have retained his dignity and self-respect by not participating in scurrilous tirades.

So far as business matters are concerned, it is well to ignore competition. Entering into an agreement with a competitor to uphold prices, or otherwise to regulate the business, may operate to a temporary advantage, but ultimately will react unpleasantly. The same may be said of a rate war, in which a rule-or-ruin policy is adopted, with a determination to drag business from a competitor at any cost. Independence in all matters is the safest course to follow with regard to the "menace" of competition.

The Competitor Is Alert.—It should be assumed that a competitor is a wide-awake and energetic newspaper man

and that he thoroughly knows his business. He probably is just as good a newspaper man as is his rival, and it will not prove amiss to surmise, even though it may be injurious to pride to do so, that he is a trifle better. Operating, then, under this assumption, the publisher will aspire to greater accomplishments, to the end that he may outwit his competitor in all departments of the newspaper business.

It is unwise to discuss a competitor among customers or in public, unless the discussion is forced by another, and then, with brevity, reference should be made to him only in favorable terms. He has friends—no doubt many friends—whose amicable feeling toward him only will be increased by discourteous remarks. At the same time, expression of a hostile attitude toward a business opponent may arouse antipathy for him who thus seeks to promote his own self at the expense of another.

A competitor usually is a capable, honest, hard-working man, with high ideals for his profession, and determined to serve his readers and to serve them well. It is advisable to regard him as such, at any rate, and if he proves himself to be otherwise, he alone must suffer.

He should be treated with utmost courtesy, and assisted when he encounters extraordinary difficulties. Cultivation of a fraternal spirit is much to be desired. In the event of an acute shortage of help or a breakdown in machinery, a publisher should proffer aid to a competitor in distress; and if the assistance is accepted, it should be rendered unstintingly. Aside from the satisfaction derived in doing a good turn, a publisher does not know when the situation will be reversed, and he, himself, will welcome the relief, in the way of skilled labor or use of machinery, which it is possible for a rival to extend in time of emergency. The adoption of a belligerent attitude toward a competitor is the utmost folly.

Suggestions for Class Work

1. If you operated the only newspaper in a field, what methods would you pursue to discourage a possible competitor from launching a business in opposition to you?
2. Realizing that marked disadvantages result from the division of business as a result of competition, outline some of the benefits to be derived by a newspaper, its publisher, and the community from newspaper competition.
3. What part does competition play in producing better newspapers? How can competition retard the publication of better newspapers? How can absence of competition be a notable factor in causing the production of improved newspapers?
4. If your competitor, against whom you were fighting for business and news, suffered a breakdown of his typesetting machine or press a day before publication day, or on publication day, and could not procure repairs in time for publication of the current edition on schedule, would you offer him the use of your machinery in the emergency? Would you hesitate to call upon a competitor for necessary mechanical assistance?

CHAPTER XXXIV

PROOFREADING

Proof.—A proof is a sheet of paper bearing a printed impression of type for the purpose of correction of errors, designation of editorial changes which are to be made in the matter in type, or for the purpose of inspection. All typographical composition, either straight reading matter or advertising, should be proved, and errors should be corrected before it is allowed to get into the paper. In a last-minute rush before going to press, type sometimes is inserted in the form without a proof having been taken. Type thus handled is said to be "railroaded." It is unsafe to railroad type, for serious errors may exist in the composition. The process of producing a proof is known as "pulling a proof."

Care in Proofreading Essential.—Great care should be taken in the newspaper office to insure that all proofs are thoroughly read, and that corrections are made by the printer after the errors have been marked on the proof sheet. Grave errors, which cause much embarrassment and sometimes serious trouble if they are not corrected, often occur in composition. Errors which are especially troublesome are those made in the setting in type of prices in advertisements, in descriptions of real estate, and in tabulated matter in legal advertisements. While it is a comparatively easy matter to detect typographical errors in straight reading matter, extra precaution is necessary in reading figures. The proof should be checked with the copy. When matter of a precise nature is to be proofread, it

is advisable to have what is known as a "copyholder"—that is, a person to read the copy, while the proofreader reads the proof, one of the persons reading aloud in order to check every word and figure in the proof with those in the copy.

Errors Denote Carelessness.—A newspaper that contains many typographical errors reflects carelessness in its production. While no newspaper is expected to be free of such errors, the number can be greatly reduced by diligent effort toward that end.

In the haste in which type is set, it is seldom that a galley of type does not contain errors. When a galley has no error, the proof taken of it is known as a "star" proof. A proof that discloses many errors is a "dirty" proof. When many errors are to be corrected, the likelihood of further mistakes creeping into the galley is apparent, since the correction of an error requires that an entire line of type be reset. In order to check the corrections, a "revise" is requested. A revise is a proof of the type after the first corrections have been made. The revise is read, mistakes are checked, and the proof is returned to the compositor for further typographical corrections. On matter of great importance, several proofs sometimes are necessary, to insure that all errors are eliminated.

Compositors Must Follow Copy.—Under rules of newspaper composition, compositors are supposed to follow copy in setting up all matter. Technically, the copy should be correct when it reaches the printer. It is not part of his duty to correct errors in spelling, English, and newspaper style. The compositor plays safe if he follows copy.

Yet, much of the copy that reaches the composing room is not well edited, and the compositor takes it upon himself to place it in shape as he goes along. In fact, he edits the copy as he puts it into type, knowing that if he does not do so, the proofreader will check the mistakes and he

will be required to do some of the composition again. It is the practice of some editorial men to impose upon printers by sending sloppy copy to them. Poor copy slows up composition, with a resulting increase in cost.

When a proofreader or editor marks a correction that is not traceable to an error on the part of the compositor, the act is designated as an "editorial correction" and should be so denoted on the proof by drawing a ring around the correction. Editorial changes often are made on the proof, and it is only fair to the compositor that these changes be "rung," so that they will not be checked against him.

Responsibility for Errors.—Newspapers are accountable for typographical errors in display, classified, and legal advertisements, unless they first submit a proof to the advertiser and receive his approval of the advertisement as it appears in type form. The extent of responsibility of the paper, however, usually consists of failure to receive payment for the advertisement in which the error occurred, if it is one in which a mistake has been made in the price or description of goods, or in an address. A mere typographical error in the reading matter of the ad would not be grounds for an advertiser to refuse to pay for the ad. With respect to legal advertisements which run in more than one issue of the paper, when an error is discovered which may affect the validity of the notice, the publisher usually is permitted to correct the error and continue with the publication according to schedule, using a clipping of the notice from a subsequent issue for making proof of its publication.

Proofreader's Marks.—Words, abbreviations, and arbitrary signs are employed by the proofreader in correcting proofs and in explaining to the printer the changes that are to be made. They are written on the margin of the proof, and the place at which the change is to be made is indicated by a caret, or by a line drawn from the error

to the marginal notation. The most important proofreading marks and their explanations are:

Caps — Set in capital letters.

— Set in capital letters.

— Set in small capital letters.

lc — Set in lower case.

ital — Set in italics.

stet — Let it stand; do not change letters or words previously marked for change.

lf — Set in light-face type.

bf — Set in black-face type.

wf — Wrong font.

cf — Coldface; molten metal from which machine slug was cast not of sufficient temperature to make perfect printing face; set it over.

X — Broken letter.

out. s.c. — Part of the matter has been omitted. See copy for that which is out.

tr — Transpose.

? — Something wrong here; is this right?

— Indent one em.

— Insert space.

Begin new paragraph.

Connect two paragraphs.

Delete or omit.

Straighten margin.

Less space or no space.

Period.

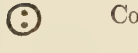
Comma.

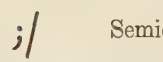
Colon.

Semicolon.

Double quote.

Single quote.

 One-em dash.

 Two-em dash.

Hyphen.

Move to left.

Move to right.

Letter upside down.

Isolated in the ruged mountains of Idaho county for 51 year during which time she has been only at three places, at Warren, at her home for 28 years on the Salmon river, and once at Slate creek, Polly Bemis 70 years old, Chinese widow of a white man, is in Grangeville, and forthe first time in her life has ridden in an automobile, seen a rail road locomotive and train and attended a Picture Show.

Polly, as she has been know for more than is delight beyond her ability to tell. This little, old, gray haired woman, whening less than a she ca me to cmfwyp shrdlu cmfwyp hundred lbs., sits with a handkerchief held tightly against her face, and chuckles, and then bursts inot a laughter of tears as she attempts to describe what she ha seen. Wonderful beyond her power of expression is it all. And she laughs and cries, and endeavors, in the gibberish characteristic of those of her race who try to speak English, to describe it all. Again ters flow from her eyes and she gives up the task in vain.

Arrives by Saddle Horse

Taken from China to Warren when in her 19th year, Polly arrived in the camp by saddle horse from Portland in 1872. As she alighted from her horse, she was greeted by a stranger, who said, "Heres Polly," as he helped her from the saddle, and after Polly has been her name. In the camp she stayed for years and years, and operated a hotel there. She can neither read nor write, but has a broad understanding of the mountians and mountain folk.

SPECIMEN OF CORRECTED PROOF SHEET.

Suggestions for Class Work

1. What degree of importance do you attach to care in proofreading in a country newspaper and to correction of the errors after the proofs have been marked?
2. Do you think that the compositor should be expected to correct errors he finds in copy, or should he follow copy when he sets type?
3. Examine various country newspapers for typographical errors, and note how some show the results of careful proofreading, while others indicate that the marking of proofs and correction of the galleys have been done haphazardly.
4. Procure galley proofs of heads and news matter, and proofs of legals and display and classified advertisements from newspapers, and correct them.

CHAPTER XXXV

MACHINERY AND EQUIPMENT

Antiquated Equipment a Liability.—The tendency of many country newspapers is to be over-equipped mechanically. They possess machinery, type, and fixtures which represent an accumulation of many years, if the paper has been established over a long period. This antiquated collection also probably includes machinery and type acquired through newspaper consolidations. Much of the material is practically valueless.

While obsolete printing machinery still may perform its duty, it is a source of frequent loss of time and money because of the necessity for repairs. At the same time, production is retarded, because old equipment lacks the efficiency of modern machinery, with its many facilities for speeding output, both as to the setting of type and the actual printing process.

Still, all country newspapers cannot be equipped throughout with modern machinery, because of the cost. Only the most prosperous publishers will be able to throw out all the old and replace it with the new. Many country newspapers are obliged to worry along with old Linotypes, hand-fed presses, and worn display type, because of sheer inability to purchase new equipment. Printing machinery is expensive, and when old machinery will answer the purpose, publishers are reluctant to discard it, unless the business is paying big dividends.

For those who are able to afford all modern equipment, the mechanical work will progress much more satisfac-

torily, and the typographical results will be greatly improved.

Machinery Necessary for a Country Plant.—It is possible to produce a country newspaper with a comparatively small amount of printing equipment. However, in the interest of speed, economy, and efficiency, the publisher should have sufficient equipment to handle properly the ordinary run of work that comes to his office. The amount of equipment required, of course, depends upon the volume of work handled in the newspaper and commercial printing departments. It is possible to print a newspaper on a large job press, one page at a time, by folding the sheet, but for an edition that runs more than a few hundred papers this process is very slow and unsatisfactory. Also, it is possible to get along without a newspaper folder, but it is costly in the long run, for the time consumed in folding by hand is expensive.

Suggested Equipment.—For a county seat newspaper, equipment is suggested as follows:

Mergenthaler Linotype or Intertype, preferably with three magazines carrying 6-, 7- or 8-, and 12-point matrices in light-face and black-face type; together with auxiliary magazines with advertising figures and certain head-letters.

Drum-cylinder newspaper press, six- or seven-column quarto; that is, a press which prints in one operation four six- or seven-column pages. A press of this style takes newsprint in sheet form. A web perfecting press is much better, but the cost of a web press is vastly greater than the business of most country newspapers justifies.

Folder for folding newspapers. A detached folder usually gives better results than a folder attached to a drum-cylinder press.

Paper cutter with at least a 26-inch blade. A large cutter operated by power will serve much better than a hand-operated cutter, but is considerably more costly.

Job presses—at least two, one small and the other larger —of sufficient size to print a sheet 12 by 18 inches. If the large press has an automatic feed, production will be greatly increased. An automatic is especially advantageous for long runs, while a small press is useful for small forms and for short runs.

Three stones sufficiently large to hold four newspaper forms each, together with coffins, and one or two job stones with coffins.

Advertising and job type in cabinets. Steel cabinets are preferable to wooden ones. It is better to have several faces of type in complete series, rather than a large variety of type faces. Display type used in the newspaper should not be used for job printing, except in commercial work of a rough sort, such as posters and dodgers. Type that runs through a newspaper press receives rough usage and soon becomes so worn that it is not suitable for fine commercial printing.

Power stitcher for stitching with wire pamphlets and books. A hand stapler will answer the purpose, but if much stitching is done, the process will become very tedious without a power stitcher.

Power perforator and power punch. These machines also are available in hand form at a much lower price. Whether power machines are needed depends upon the volume of work.

Individual electric motors for all machines. While one motor will suffice, with machines run by belts from a shaft, individual motors will be found much more satisfactory.

Proof press.

Melting furnace for remelting metal.

Mat casting machine.

Power saw for trimming casts.

Paper cabinets.

Ink cabinets.

Leads, slugs, rules, furniture, chases, and quoins in abundance, quoin keys and scores of other articles, such as brayers, planers, mallets, line-gauges, makeup rules, and a general assortment of mechanic's tools.

Office equipment, including desks, chairs, typewriters, safe, cash register, check writer, showcases, filing cabinets, and the like.

Suggestions for Class Work

1. If you have access to several country newspaper plants, make general inventories of the equipment, and determine whether they are under-equipped or over-equipped. Taking one of these plants that is under-equipped as an example, what would you buy in the way of additional equipment if you had $1,000 to spend? If you had $2,000?
2. Do you believe it is well for a newspaper publisher who is doing a fairly good business with antiquated equipment, on which he owes no money, to continue with this equipment, or should he go in debt for modern equipment, for which he expects to pay through the greater production which will be possible and the saving in labor?

CHAPTER XXXVI

COMMERCIAL PRINTING

Job Printing a Necessary Evil.—Commercial printing, commonly known as "job printing," is a "necessary evil" in a country newspaper office. It is an "evil" in that it not only does not pertain directly to the newspaper, publication of which is the principal business of the country newspaper man, but it interferes with the issuing of the newspaper. Job printing is necessary because it constitutes a large part of the business received by a country office, often half or more of the total receipts being derived from this source. Country newspapers do not have enough strictly newspaper business to permit them to discard job printing, much as it gets in the way of the newspaper. Larger papers have sufficient newspaper business to enable them to leave commercial printing strictly to job shops. Either they operate job shops independently, and use in them neither employees nor equipment belonging to the newspaper, or they do not accept job printing. Fortunate, indeed, is the newspaper that is large enough to be operated strictly as a newspaper.

Rush job printing often gets in the way of the mechanical production of a newspaper, so that the paper either is slighted in order that it may be issued on schedule, or its publication is delayed. A rush order for job work, placed at the last minute, is speeded to completion so that a customer will not be disappointed, while the paper is delayed, and thousands of readers are disappointed.

Nevertheless, job printing must continue a part of the country newspaper business, and it must be handled judi-

ciously, yet with as little interference as possible with the operation of the newspaper.

Supplying Local Needs.—Job printing, as handled by a country newspaper, consists of almost all the printing requirements of the business firms of the town. Practically every item of printing used in the commercial activities of the community can and should be produced in the job printing department of the newspaper. Job printing customers will be virtually identical with advertising patrons. Neatness, accuracy, and promptness in supplying commercial printing will build up a sizable business. The charge for the work should not be excessive, yet the local job office cannot hope to meet prices quoted by mail-order competitors, which do work in tremendous quantities on cheap paper stock and by underpaid labor. The local printer's selling points should be prompt, satisfactory service, and the patronizing of home industry.

Nature of Job Printing.—The range of job printing is wide, extending from a small card to a broadside or a book. The average country printer is prepared to execute any of these needs.

The ordinary run of job printing will include letterheads, noteheads, billheads, statements, envelopes, cards, dodgers, posters, programs, fillers for loose-leaf devices, ledger sheets, sheets for bookkeeping machines, checks and other bank supplies, circular letters, circulars, folders, legal blanks, café checks, time cards, post cards, blotters, pamphlets, booklets, election ballots, signs, farm sale bills, shipping tags, announcements, invitations, and a great variety of special forms for business firms, schools, city, county, and state offices.

Few country printing plants are equipped with ruling machines. The volume of ruling is not sufficient to justify installation of a ruling machine, and for that reason ruled goods must be purchased, and only the printing done in

the job office. Standard ruled forms are purchased from wholesale paper dealers. The printer should carry a sufficient stock of these supplies to meet local needs. Special ruled forms may be ordered from trade ruling concerns or through paper jobbers, and the printing done in the local plant.

There is little job work that the local printer cannot produce at a profit. Some items, however, he will do well to let alone. Among them are counter salesbooks used by retail stores, bound bank checks, and bound bank deposit slips in duplicate. Such work is produced by large concerns which are especially equipped for it. They specialize, and sell their work at prices which the local printer cannot approach.

Lithographing, Embossing, Engraving.—Certain customers will desire lithographing, embossing, and engraving, which are akin to printing. It is obvious that the country printer cannot produce this work, for he is not equipped for it; neither are printers able to execute it, were the equipment available. Those processes constitute separate trades. The printer, however, can take orders for lithographing, embossing, and engraving and can place the order with houses that follow these lines. Provided with samples and a price list, he will find no difficulty in selling to customers who demand this class of work. The printer will receive a commission on the order which will compensate him for his effort. Prices on it are quite generally standardized. Often the printer will be allowed as much as 50 per cent discount from the list price.

Making a Profit on Job Printing.—Many printers fail to get enough money for the printing they sell, and consequently they wonder why they do not make a profit. While they may turn out a large volume of work, the business does not pay them. This condition is the result of two causes. First, they do not know their costs. Second, they

slash prices in order to meet competition and take the business away from another printer, who in the first place is foolish enough to quote a low price. Operating a business without knowing the costs will prove profitable, if the selling price can be consistently maintained at an excessively high figure. But a printer cannot permanently retain his customers and continue to rob them. Cutthroat competition, in order merely to get business, will prove ruinous, if the printer persists in the practice, for he will lose money on every job and be compelled to draw on the profits of the newspaper to maintain the job department, or if the newspaper is not paying, he will go into debt.

Computing Job Costs.—The printer, in figuring a job, should remember that he is entitled to a profit on the paper stock, a profit on the labor employed in producing the job, and a profit on the finished job. Because he buys paper stock at wholesale is no reason why he should sell it at wholesale. Because he employs journeymen printers at so much an hour is no reason why he should sell their services at what he pays in wages, for he pays his men for much time not actually devoted to the production of printing. Because he has a heavy investment in machinery and type that is depreciating daily, he has no reason to use this machinery for a customer free of charge. The printer pays rent on his building, he pays for heat, power, and insurance, he buys inks, he loses money through bad accounts. Each job of printing should bear its proportionate share of these items and other overhead expenses, including the part of the owner's, solicitor's, bookkeeper's, delivery boy's and collector's time devoted to the job. Because printers often fail to figure all these items, they frequently turn out jobs at a loss.

The task of figuring a job of printing is a complicated one. Of course, it is not necessary to figure every job. Some are handled so frequently that a standard price can be set

on them. For instance, a fixed price can be placed on 1,000 No. 6¾ XXX wood envelopes, on 500 or 1,000 8½ × 11-inch letterheads, one color, on 20-pound bond paper, costing 20 cents a pound, and on many other items that are standard. It is on complicated jobs that the printer is more than likely to lose money, if he does not watch the cost very carefully.

Generally speaking, the printer is entitled to 25 to 33⅓ per cent profit on paper stock, which profit should cover the cost of cutting; to 100 per cent on the time consumed by a journeyman in setting up, making ready, and printing the job, and distributing the type, and to 25 to 30 per cent profit on all of this for the completed job. The method will insure a liberal profit, provided no mistakes are made, no considerable amount of stock is lost through spoilage, and the work is done properly, so that it is not necessary to do it again in order to satisfy the customer. Customers should not be obliged to pay an excessive price for work because of mistakes or waste of time by workmen. It is the publisher's business to see that his employees are accurate and speedy.

Printer's Price Lists.—Master printers' organizations and certain concerns that are interested in the welfare of the printing business as a whole, have employed experts to carefully figure the costs of standard printing jobs. These organizations publish loose-leaf booklets, setting forth in detail their findings. Corrections are made in the books by supplying new sheets and replacements as conditions in the industry change. The books are invaluable to every master printer in computing the cost of job printing, and may be had at a nominal price. The efforts of these organizations are in no way to be regarded as price-fixing arrangements. Their lists are mere guides to assist the printer in computing the cost of a job, for they take into consideration all items entering into the work. The master

printer will not lose money on a job by following the typothetæ list.

Cost Systems.—Elaborate systems of computing the cost of a job are in force in many plants. Cards are provided to follow a job through the plant, and on each card the persons through whose hands the job passes register the time spent on the work. In this way, the actual labor cost becomes known. The time card also acts as a check on the workman. It discloses who are fast workmen and who are slow; it shows whether a man loafs on the job. Time cards are more valuable in a large shop employing many men than in a small shop with few employees, over whom the publisher has closer supervision.

Promises of Delivery.—Most customers who order printing are in a hurry for it. It is characteristic of them to wait until their supply is low or exhausted before placing an order. Consequently, they are eager to know the earliest moment on which they can expect delivery of the finished product. A reasonable effort should be made to hasten the work and please the customer. He will be better pleased, however, if he is told that the work cannot be done for him for two or three days, than he would be if he were promised the job the same day, and if the printer, through preference given other work, failed to keep his promise. Promises of delivery should not be made unless the printer is honest in the belief that he can complete the work by the time specified.

Solicitation of Printing.—Job printing solicitation can be carried on in conjunction with the solicitation of advertising. The solicitor soon will become acquainted with the printing needs of his various customers and often can assist them, and his office as well, by asking them to anticipate future needs and to place their orders before their existing supply is exhausted. Regular customers, who give repeat orders for the same job, should not be charged more at one

time than at another for the same job, unless an explanation of the increased price is made to them before the job is executed. The solicitor will find a sample book of printing of much assistance in procuring orders.

Picking Up Type.—Type used on forms and other jobs for regular customers can be saved by the printer and can be "picked up" from time to time, thus avoiding repeating the cost of composition. If the printer ties up his material in "standing forms," he should profit from the practice, and the customer should be required to pay the cost of composition on each job, as though the type had been thrown in and reset. Preservation of type is extremely advantageous in the use of complicated forms which consume much time in composition.

Government Envelopes.—The local printer cannot hope to compete with the United States postoffice department in the sale of printed, stamped envelopes. The government sells printed envelopes at an absurdly low price, and in this business is in direct and unfair competition with the printers of the country. Repeated efforts have been made through congress to cause the government to abandon this practice, but without avail. The government contracts with a private concern for the manufacture and printing of all stamped envelopes sold by the postoffice department to the public. The contract, which is let for four years, approximates $20,000,000 and is for 12,800,000,000 envelopes and wrappers. Every postmaster in the United States solicits orders for printing on stamped envelopes. The printing, which is limited as to amount, and is only in Roman type, often is slovenly. The printed envelopes are franked through the United States mails to the office of delivery. The government takes its time in filling orders. Terms are strictly cash on delivery. No printer, no matter how low his costs, can compete with this sort of business. His argument, then, is neatness of work, printing any card that

the customer desires on the envelope, speedy delivery, and the patronizing of home industry.

Good Printing.—There is good printing and poor printing. A successful business cannot be developed by selling poor printing. It is difficult to define good printing. It simply is printing that has the earmarks of artistry, of having been executed by a master workman. It is the art preservative of all arts. It has harmony in type, arrangement, and color, and is suitable to the paper stock that carries it. Good printing on poor stock is false economy for the printer and for the customer. The difference between the cost of high-grade paper and poor paper is so slight that a particular customer should not refuse to pay the difference in order to have a well-rounded job. Good printing is pleasing to the eye. Good paper is pleasing to the touch. The two together constitute an admirable specimen of typographic art.

Suggestions for Class Work

1. Recognizing that commercial printing is an essential part of the country newspaper business, do you regard it of such importance that the newspaper should be neglected in order to care for the job work?
2. Do you believe the printer should slight his job work in order to keep the price down? Does slovenly job work, produced at a low price, benefit either the printer or the customer?
3. Realizing that good printing cannot be produced on a cheap basis, do you believe a printer should hold his prices up to a point at which he can make a fair margin of profit on first-class work, and be content with less business, or should he strive for greater volume of business by holding out a low price as a bait and then producing poor work?
4. Do you attach much importance to promptness in the execution of job printing orders?
5. Confer with printers with regard to their experience in use of the typothetæ list as a guide in computing prices on job printing, and then express an opinion as to the value of the list for a country printer.

CHAPTER XXXVII

LABOR

Size of Force Dependent on Business.—The number of employees needed to publish a country newspaper and to operate the job department will depend, of course, upon the volume of business. A sufficient number of employees should be retained to do the work with reasonable promptness; maintaining a larger force than is needed will prove a serious drain upon the resources of the publisher. Each employee should be an actual earner for the publisher, as well as for himself.

In the first place, a foreman for the composing room is essential. And then there should be a machine operator. If enough machine work is not available to keep the operator continually busy, the man employed for this work should be a printer-operator, who is able to devote a part of his time to printing. The number of journeymen and press feeders will be governed by the size of the business. A two-thirder, that is a man or youth who has his trade about two-thirds learned, is valuable to the country publisher, for he will not command such high wages as a journeyman, yet there is much work that he can do well. An apprentice also fits in advantageously in a country shop.

Duties of the Country Printer.—Country printers should be all-around printers, capable of doing the work arising in every branch of the business. Specialists have their place, but their place is in a large shop in which they can engage exclusively in their particular lines of the printing industry. A country printer must be able to lay out jobs and ad-

vertisements, set any kind of job or advertisement, operate a typesetting machine, make up, make ready on the press, operate platen and cylinder presses, operate perforators, punches, and stitchers, cut paper, bind books, operate a mailing machine, and read proof; he must be a machinist and be able to repair and adjust machinery used in printing; he must know how to figure the cost and selling price of printing; in fact, in time of emergency he may be called upon to gather and write news. His knowledge of the printing business must be broad. Obviously, he cannot be a specialist in all these lines, but if he were a specialist in but one or two, and knew little of the others, he could not be a country printer.

The Foreman.—The foreman is superintendent and in direct charge of the composing and press rooms, and is responsible to the publisher for his own work and for the work of others in the mechanical department. He apportions the work and is charged with seeing that it is done properly. In large offices, the mechanical superintendent employs the workmen in his department. In the country newspaper, however, the publisher probably will prefer to hire his own labor, with the recommendation of the foreman. At the same time, if the foreman is displeased with the work of an employee on the mechanical side, he should be privileged to discharge him. No foreman can produce the best results for his employer, if he fails to receive the fullest coöperation in his department. If the publisher does not have confidence in his foreman, he should hire another. In a country shop the foreman will be expected to do a great deal of the work himself, rather than simply act as a superintendent.

Machine Operators.—The operator of a typesetting machine in a country plant should be a machinist-operator. He must know the intricacies of a machine and must be able to keep it in good running order at all times, as well

as know how to produce the machine composition for the newspaper and for job work. Most satisfactory results are to be had by employing as machinist-operator a man who has had much machine experience, for the output will be high, the mistakes few, and the repair bills low. Boys and "ham" operators, although the wage paid them is less than that demanded by a high-grade operator, are expensive in the long run, for their output is much lower because of their lack of ability as operators; and because of the fact that they fail to understand in detail, and to properly care for, the machine, it is not maintained in a highly efficient state. A typesetting machine is extremely delicate, and easily gets out of order, thus halting the production of type. A machine that does not have proper care frequently needs repairs and will wear out much more rapidly than one that always is kept in good condition.

Treatment of Employees.—Whole-hearted coöperation by employees can be had only by paying them adequately and treating them well. The wage will be governed by local conditions and by the ability of the employee. Consultations with employees regarding various phases of the work, with the opportunity afforded them of making suggestions which will be followed by the publisher if they are deemed expedient, will develop relations which will prove mutually satisfactory.

Eight hours of work a day is enough in the composing room. In some places, the working day is cut to seven and a half hours. Payment should be made for overtime, but overtime should not be encouraged. A day or two layoff with pay when work is slack will be appreciated by the printer; and, during the summer, regular employees are entitled to a vacation on pay—as long a vacation as the publisher believes he can afford and as the employee has earned by his constant application to work. Payment for time off for illness is advisable, provided the employee

is not ill for too long a period. A small office, however, because of financial limitations, cannot keep indefinitely on the payroll an employee who is ill. The drain would be too great. The law in most states requires that employers carry industrial accident insurance on their employees, compensating them for accidental injury while engaged in the performance of their duties, and paying a fixed sum to their beneficiaries, in the event of accidental death.

The Typographical Union.—Few country newspapers deal directly with the typographical union, because the number of printers employed in country towns is so small that the towns usually are in the "unorganized" class. In some instances, when the towns are located near a city, the journeymen printers will come under the jurisdiction of the union in the city. The country newspaper publisher probably will employ union and non-union men, side by side, without asking questions, and with no trouble among the men. Union officials recognize conditions obtaining in country offices, and full coöperation may be expected from them. The typographical union has done much for the printing industry in supplying competent, dependable workmen in adequate numbers at all times.

Business and Editorial Employees.—In some country offices, the publisher does all the work in the business and editorial departments. If the business is large enough to justify the employment of help in these departments, the publisher will be relieved of much detailed work and can devote more of his time to developing news and business. If the business is not large, a combination bookkeeper-collector-solicitor-reporter will answer well. If the business permits of the additional expense, two persons may be employed, one as bookkeeper-stenographer-collector, and the other as solicitor-reporter. Few country papers will support more than two employees in the front office, in addition to the publisher.

Suggestions for Class Work

1. In the employment of printers for a country weekly, do you consider it economical to employ men who are not high-grade, seasoned printers, simply because they can be hired at a few dollars a week less than the wage commanded by first-class men?
2. Discuss the subject of labor with country publishers whom you may know and set forth a tentative policy for adoption in a country office with respect to printers and other employees.

CHAPTER XXXVIII

CONCLUSION

Newspaper Files.—The publisher carefully should preserve files of his paper for future reference, for frequently the occasion will arise when it is necessary to consult them. At least four copies of each issue should be preserved for files, and at the close of each volume, files for the year should be bound in book form. One copy should be retained in the newspaper office, two should be placed in a vault, so that they will be preserved if fire destroys the newspaper plant, and the fourth copy is the personal property of the publisher, to be taken by him if he disposes of the newspaper business. The files retained in the office, and those kept in the vault, are a part of the newspaper plant, and should be delivered to the purchaser if the business is sold.

Because newsprint disintegrates with age, it is advisable to print a half dozen or more copies of each issue on rag paper for the files. In addition to the rag paper copies kept for the office files, others may be given to libraries.

Files of newspapers are rich in the history of the community. Old files constitute the best source of local historic information and are consulted by historians and those engaged in other research.

The editor, in after years, will find much satisfaction in looking over the old files of his paper and in recalling incidents of which they tell. The files are a written record of his service and achievement in the community.

Modern Methods.—Modern journalistic methods, such as are in force on larger papers, can be successfully ap-

plied to country papers, as is evidenced by the large number of prosperous rural publications which have made rapid strides in recent years. Those which have continued with the old-fashioned newspaper idea are, for the most part, barely able to survive. Life, energy, enthusiasm, and honesty are keynotes of success in rural journalism.

Toil and Compensation.—Operation of a country newspaper is hard work, but in the work one is constantly building—building for himself a definite place in the community, and deriving a great measure of satisfaction in the knowledge that he has been of genuine service to the public. The pecuniary compensations are not large, but they should insure a good living and more, possibly a competence in old age. And that is more than the average salaried job on a city newspaper offers, with its speed, its high pressure, its grind, and its uncertainty. Ownership of a country newspaper is the goal of practically every working city newspaper man. It is the most nearly ideal in journalism. The man who owns a successful country newspaper indeed is well situated.

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